ANNUAL REPORT 2021

Credit: Amish Chagan

HOW.MANY.ELEPHANTS

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

Extinction
means forever
Endangered
means act now
Holly Budge
Credit:: James Eades

WHAT'S INSIDE

HOW.MANY.ELEPHANTS

Everything is connected. Nothing exists in isolation. Let's work together.

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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

HOW.MANY.ELEPHANTS

Everything is connected. Nothing exists in isolation. Let's work together.

We are a small organisation with a big mission.

- We are raising awareness of the African elephant crisis – 96 elephants are poached each day.
- We are educating a global audience about the devastating impacts of the ivory trade.
- We are championing female rangers on the frontline.
- We are using design as a powerful communication tool.
- We are bridging the gap between scientific data and human connection.
- We are visualising data in a non-gory and non-political way.
- We are storytellers with great stories to tell.
- We're a passionate bunch dedicated to making real life impact.

Our three key programmes:

DIRECT ACTION

AWARENESS

EDUCATION

Often overlapping but having these key programmes helps guide our vision, and our work and measure our impact.

PROGRAMME: DIRECT ACTION

PROGRAMME: AWARENESS

PROGRAMME: EDUCATION

OUR OBJECTIVES

HOW.MANY.ELEPHANTS

Everything is connected. Nothing exists in isolation. Let's work together.

WE support the UN Sustainable Development Goals (SDG's)

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

5 GENDER EQUALITY

Champion and support female wildife rangers

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.

15 LIFE ON LAND

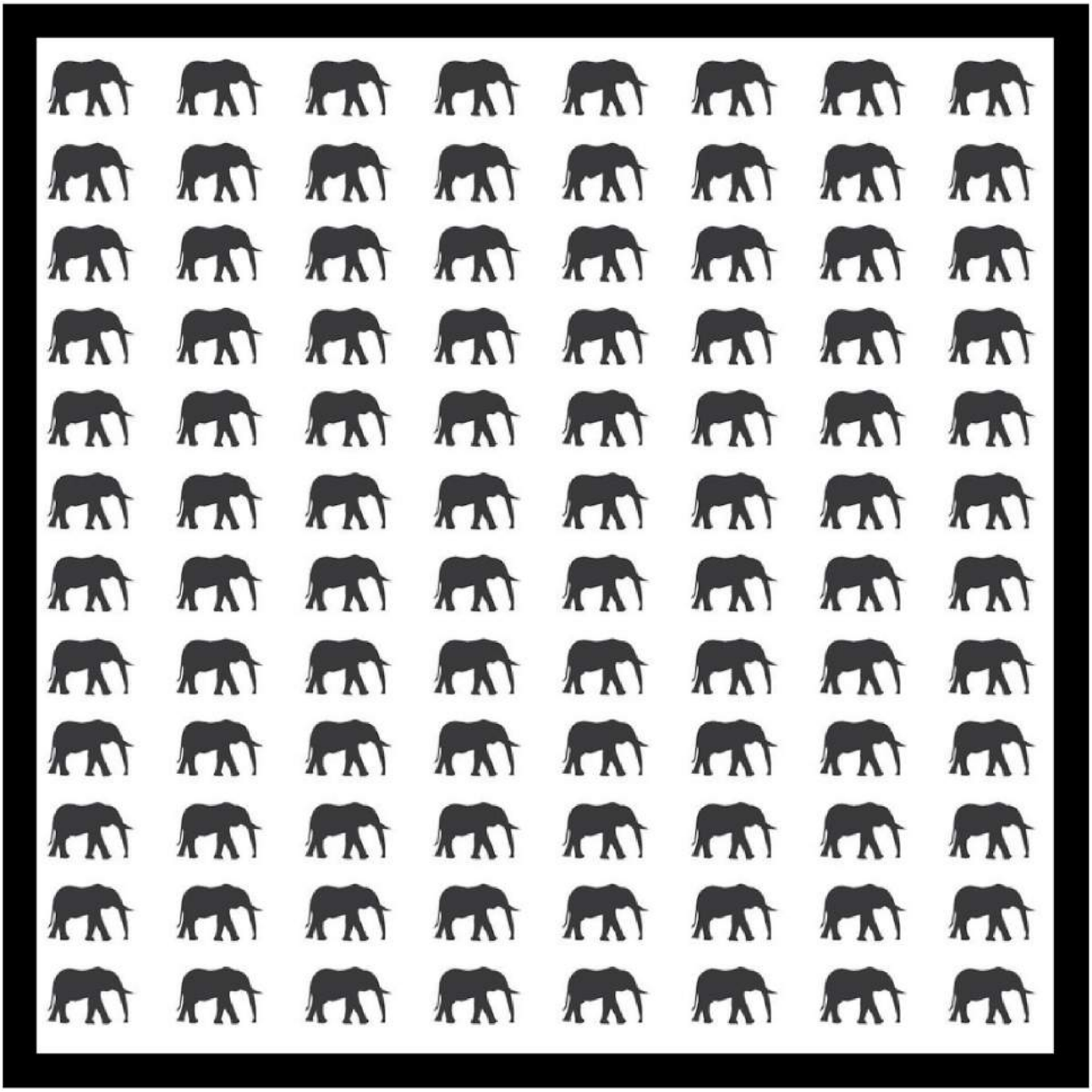
Help protect elephants

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!

17 PARTNERSHIPS FOR THE GOALS

Form meaningful partnerships

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

HOW.MANY.ELEPHANTS

Everything is connected. Nothing exists in isolation. Let's work together.

Through the ever-changing world we're all trying to navigate, and the challenges many face, we at How Many Elephants remain positive that we are achieving our objectives - to inspire, educate and act to make a difference to rangers, 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. This year, grants have been awarded to The Black Mambas in South Africa, Akashinga, National Park Rescue and Victoria Falls Wildlife Trust in Zimbabwe and the Mara Elephant Project in Kenya.

Despite the many challenges of living through a pandemic, 2021 has been a year of innovation, education and inspiration. Let's start with innovation – On June 23rd 2021, we launched World Female Ranger Day as a global awareness day to celebrate and support female wildlife rangers. We made the decision to spotlight African female rangers for 2021 but, in fact, ranger teams from around the world got involved. It's been fascinating and inspiring to hear the stories of rangers in Venezuela, China, India, Sri Lanka, Tasmania, Australia, Scotland, the list goes on. We were also overwhelmed (and completely thrilled!) with the amount of media attention we received around the day. For the first time, we brought together female rangers from different African countries on BBC Woman's Hour, Times Radio and BBC Conversation, to mention a few, to share far and wide their remarkable work in protecting wildlife and wild spaces.

What has come to light more than anything is that even though these women may be on different sides of the planet, their needs and challenges are very similar. We have been working hard to raise awareness and funds and build connections to help make a difference.

Next up is education. I was delighted to be invited to A World For Travel Forum in Evora, Portugal to deliver a keynote talk on the 'Crossroads of Conservation and Travel' and the need for cross-sector collaboration. I was the only representative there from a conservation NGO, and it was a privilege to address 350 in-person delegates and 50,000 online. Additionally, It was a great honour to deliver an online talk, by Ian Redmond OBE's invitation no less, to 120,000 delegates, predominantly in China.

2021 has been a year of inspiration. I was fortunate to fit in a three-week trip to Kenya and South Africa in November. In Kenya, I spent time with the Mara Elephant Project Rangers and also with Big Life Foundation. I had the privilege of patrolling with both of these teams on the front line and being part of two ambush operations, one resulting in a bushmeat poacher arrest. I spent a wonderful week with The Black Mambas in South Africa, our long-term partners at How Many Elephants. It's always a pleasure to see first-hand where our hard-earned funds are being spent and the impact they are making.

To see the work and the effort that is happening "on the ground" in Africa is phenomenal. The dedication of the rangers, the tireless work ethic of the management and their iron will to make a difference, despite all the challenges Covid-19 has brought, drive me forward to continue promoting their work and raising funds. Inspired, yes!

LETTER FROM CHAIR

HOW.MANY.ELEPHANTS

Everything is connected. Nothing exists in isolation. Let's work together.

The Bigger Picture

In 2020, the global economy collapsed with the outbreak of Covid-19, thought to have originated from a wild animal. I ask you today to consider what we have learnt from the pandemic. Hopefully, we have learnt that no problem is too far away not to affect us. Whether we are talking about climate change, biodiversity loss or Covid-19, it all demonstrates our fragile relationship with nature. It affects us all ultimately.

The pandemic has shown the importance of working together and how quickly we can mobilise, adapt and change when we have to. We have been working hard to form long-term partnerships with organisations in the voluntary, public and private sectors and are continuing to build relationships with ranger teams and NGOs in Africa and beyond.

Public Benefit Statement

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 the illegal wildlife trade) and the destruction of their natural habitat, African elephants are at serious risk of becoming extinct in the wild. This is not just an environmental issue, we depend on biodiversity for our own survival. Education and awareness are key to changing attitudes and behaviour towards the ivory trade. We are also focused on supporting frontline rangers.

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 and ensuring that our governance and leadership will continue to provide a professional and multi-skilled trustee board.

Moving Forwards

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.

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

Holly

Holly Budge
Founder / Chair

YOU
U S
W E
ALL

CAN MAKE A DIFFERENCE

HOW.MANY.ELEPHANTS

PROJECTS

HOW MANY ELEPHANTS

PROGRAMME: DIRECT ACTION

PROGRAMME: AWARENESS

PROGRAMME: EDUCATION

FUNDS RAISED: ONGOING

WORLD FEMALE RANGER DAY

GLOBAL

We launched World Female Ranger Day this year on June 23rd. This ground-breaking global awareness day celebrates and supports female wildlife rangers worldwide, with a spotlight on Africa in this first year.

These women are bold, changing the game and paving the way for women to stand alongside men at the forefront of conservation, but they need allies.

World Female Ranger Day marked the first time that female wildlife rangers have been recognised collectively on a global platform, to tell their stories, have access to peer support, offer and receive advice, and share knowledge.

As champions of wildlife conservation, role models, educators and as beacons of hope, female rangers are not only transforming attitudes towards the role of women in Africa and beyond but are also showing the capabilities and success of females in traditionally male roles.

Less than 11% of the global wildlife ranger workforce is female. With women being natural communicators, protectors and investing their earned income in their families, bringing gender equity and equal opportunity into the workforce enhances conservation efforts and relationships within communities.

The global media picked World Female Ranger Day up and we achieved a reach of over 366 million viewers in our first year.

sky news live
TIMES RADIO live
BBC WOMAN'S HOUR live
marie claire
Wanderlust
NATIONAL GEOGRAPHIC KIDS
BBC Wildlife MAGAZINE
TRAVEL+ LEISURE
TRAVELWEEKLY
NEWS CENTRAL

PROJECTS

HOW MANY ELEPHANTS

Credit: Amish Chhagan

PROGRAMME: DIRECT ACTION

PROGRAMME: AWARENESS

GRANT AWARDED: £2540.26

WORLD FEMALE RANGER AWARD 2021

WORLD FEMALE RANGER AWARD

KENYA

As part of World Female Ranger Day, we launched the World Female Ranger Award to give international recognition to a female ranger who has shown dedication and commitment to protecting wildlife species.

We are delighted to announce that the first-ever recipient of the World Female Ranger Award has been given to Caren Yegon Cheptoo, a Mara Elephant Project (MEP) Ranger deployed with the Sheldrick Wildlife Trust Mau De-Snaring Unit.

Tasked with protecting the vitally important Mau Forest in the Greater Mara Ecosystem, Caren and her ranger team combat habitat destruction, poaching and conflict in their area of patrol.

Through this award, we want to shine a light on female rangers work in the field, and MEP is extremely honoured that Caren is the inaugural recipient. Caren alongside the entire MEP ranger team all received an end-of-year bonus for this accolade.

"Thank you to How Many Elephants for acknowledging our rangers' important work"

Marc Goss
CEO
Mara Elephant Project

MARA ELEPHANT PROJECT

PROJECTS

HOW.MANY.ELEPHANTS

Credit Ilan Godfrey - Getty Images for Lumix

Credit: Brent Stirton

PROGRAMME: DIRECT ACTION

PROGRAMME: AWARENESS

PROGRAMME: EDUCATION

TARGET: £73,000

GlobalGiving

HELP SUPPORT FEMALE RANGER TEAMS IN AFRICA

AFRICA

The aim of this ongoing fundraising campaign on GlobalGiving is to raise funds for female ranger teams in Africa.

The female ranger movement is gathering momentum. Nyaradzo, Felicia and Talent are all women who live in different countries but have a common goal as female rangers to protect wildlife.

Many have suffered from abuse, marginalisation, illness and extreme poverty. Becoming a ranger has empowered them, and made them breadwinners and positive role models in their communities and to women around the world.

How Many Elephants support the brave women that are protecting the natural world but they need our help.

"Having spent time on the front line with multiple all-female anti-poaching units across Africa, it's evident why the female ranger movement is picking up such momentum. These women are proving highly successful at patrolling as well as easing local tension and strengthening relationships within their communities."

Holly Budge
Founder
How Many Elephants

HOW MANY ELEPHANTS

Left to right, credit: Black Mambas

PROGRAMME: DIRECT ACTION

PROGRAMME: AWARENESS

PROGRAMME: EDUCATION

FUNDS RAISED: £5003.98

USING SOLAR POWERED WIFI TO TEACH RURAL AFRICAN CHILDREN TO CONSERVE WILDLIFE

SOUTH AFRICA

The aim of this project was to raise funds for our direct action partner, The Black Mambas, to purchase solar-powered WiFi to support their educational programme, The Bush Babies, at their resource centre in the Maseke Village community.

The Bush Babies programme interacts with 1300 primary-school children in the local tribal communities on the borders of the Balule Nature Reserve. The programme teaches these children how to conserve the local wildlife and their natural heritage. It is critical for personal growth that these children become part of the global community. The addition of WiFi will give them access to online learning resources, transforming the course delivery, scope and impact. These children are changemakers of tomorrow but need the right tools today to educate and inspire others in their community, and beyond.

Our $5000 USD target was exceeded, thanks to the support of over 200 international donors. With these funds, wifi has been installed, a web camera and Bluetooth speakers. This technology truly has made a difference in their centre: they have watched educational movies with the children, done activities with music through Bluetooth during the load shedding which happens a lot in South Africa, and had online meetings.

"I want to express our gratitude to How Many Elephants, for the wonderful kindness and generosity shown towards the Black Mambas and Bush Babies. The recent donation for the installation of WiFi and solar-power has placed our program on the cutting-edge of community upliftment and conservation education. I do not think any of us could have imagined the added value this project would bring to the work of the Black Mambas and Bush Babies."

Craig Spencer
MD
Transfrontier Africa

PROJECTS

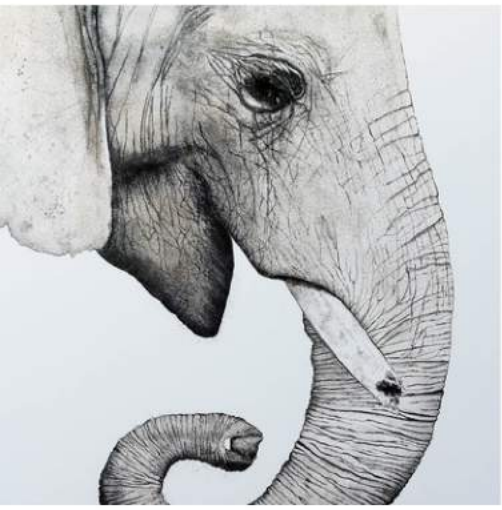
HOW MANY ELEPHANTS

PROGRAMME: DIRECT ACTION

PROGRAMME: AWARENESS

PROGRAMME: EDUCATION

FUNDS RAISED: £3000



POP-UP EXHIBITION & TALK

UK

On December 14th/15th, we hosted two festive evenings at The Light Room in Alresford, Hampshire, UK.

Both evenings, kindly sponsored by the Uganda Tourism Board, were well attended, with fizz, gin and canapes to boot.

Our founder, Holly Budge, gave a short talk and showed some of her nail-biting video clips from the summit of Everest to patrolling with rangers teams in Africa.

Guests browsed our highly curated collection of elephant-inspired art and gifts from our talented collaborators.

Sponsored by:

UGANDA
The Pearl of Africa
www.visituganda.com

Credit: Top right: Linda Budge. Bottom row, from left: Nancy Tschetner, Silverless Gin, Mulberry Mongoose

GRANTS AWARDED

HOW.MANY.ELEPHANTS

Everything is connected. Nothing exists in isolation. Let's work together.

PROGRAMME: DIRECT ACTION

THE BLACK MAMBAS

SOUTH AFRICA

"How Many Elephants (HME) have been raising funds for our 'Black Mamba' Anti-Poaching Rangers for several years. Our operations have been impacted due to Covid-19 but the resilience and determination of Holly Budge and HME have been of great comfort in these difficult times. Their creativity, skills and ideas have no limits. The closure of events impacted their charity fundraising activities, but they never gave up. HME used the lockdown period to pivot their entire operation by using technology to launch the first World Female Ranger Week. A most impressive, original, far-reaching and sustainable campaign that celebrates female rangers in Africa and worldwide whilst providing the global fundraising technology needed to address the lack of funding due to global travel restrictions.

The World Female Ranger Day platform is straightforward to use; we are impressed with the level of detail, resources and thought given into creating this campaign. The scalability and potential for World Female Ranger Day know no bounds.
HME's recent grant to us for the installation of WiFi and solar power has placed our program on the cutting edge of community upliftment and conservation education. I do not think any of us could have imagined the added value this project would bring to the work of the Black Mamba Rangers. Congratulations to HME for never giving up on their goal to use their creative skills to help us with our mission."

Craig Spencer
Founder

Credits: (From left) Julia Gunther x2, Ilan Godfrey.

GRANTS AWARDED

HOW MANY ELEPHANTS

Everything is connected. Nothing exists in isolation. Let's work together.

PROGRAMME: DIRECT ACTION

MARA ELEPHANT PROJECT

MARA ELEPHANT PROJECT

KENYA

"Mara Elephant Project (MEP) and How Many Elephants are excited to announce that the first-ever recipient of the World Female Ranger Day Award has been given to Caren Yegon Cheptoo, an MEP ranger deployed with the Sheldrick Wildlife Trust Mau De-Snaring Unit. Tasked with protecting the vitally important Mau Forest in the Greater Mara Ecosystem, Caren and her ranger team combat habitat destruction, poaching and conflict in their area of patrol. World Female Ranger Day wants to shine a light on female rangers' work in the field, and MEP is extremely honoured that Caren is the inaugural recipient. Caren, alongside the entire MEP ranger team, received an end-of-year bonus for this accolade. Thank you to How Many Elephants for acknowledging our rangers' important work."

Marc Goss
CEO

Credits: (From left) Amish Chagan (right) Holly Budge

GRANTS AWARDED

HOW.MANY.ELEPHANTS

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PROGRAMME: DIRECT ACTION

AKASHINGA

ZIMBABWE

IAPF

"Despite the pandemic, in 2021 we ran a total of 208 operations in the areas we protect and deploy patrol missions. As a result of successfully executing these operations, we were able to contribute to a total of 351 arrests, confiscate 11 illegal weapons from poachers, destroy 341km of illegal monofilament fishing net found along the Zambezi Valley and impound 99 boats."

Damien Mander
Founder

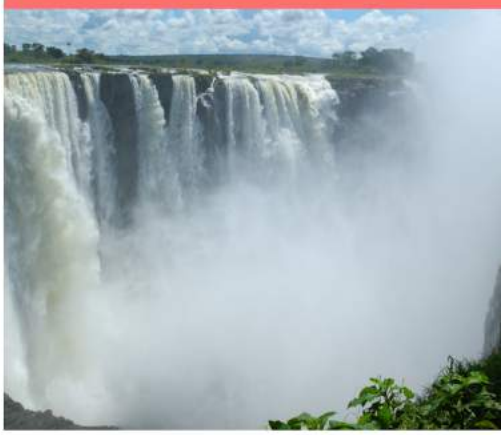
Credits: (From left) Brent Stirton, Holly Budge

GRANTS AWARDED

HOW MANY ELEPHANTS

Everything is connected. Nothing exists in isolation. Let's work together.

PROGRAMME: DIRECT ACTION



VIC FALLS WILDLIFE TRUST

ZIMBABWE

VICTORIA FALLS WILDLIFE TRUST

"As we bid farewell to 2021, I would like to thank you on behalf of our team for bringing hope, support, and friendship during another unparalleled year of challenges and accomplishments.

Victoria Falls town was upgraded to city status in 2021. Depending on future urban development plans, this will likely have far-reaching impacts. Many families can't afford to access electricity. These households have turned to illegal timber collection as their primary fuel source to the tune of 2 tonnes of timber per day illegally collected out of our hardwood forests. Vic Falls Wildlife Trust will be providing "rocket stoves" to these households, which mostly require a third of the amount of grass, leaves, and twigs - rather than wood. We hope to try and help protect our forests and help people find better development solutions.

Poaching and snaring will continue to rise for at least the first six months of 2022 due to the continued impacts of the pandemic: high unemployment, a slow tourism recovery, and food insecurity."

Jessica Dawson
Executive Director

Credit: Holly Budge

GRANTS AWARDED

HOW.MANY.ELEPHANTS

Everything is connected. Nothing exists in isolation. Let's work together.

PROGRAMME: DIRECT ACTION

NATIONAL PARK RESCUE

ZIMBABWE

NATIONAL PARK RESCUE

"The funds from How Many Elephants will be used to refurbish the living quarters of our female community scouts, providing them with new bedding, paint and any other necessary items to improve their home environment. The remaining funds will be allocated towards fuel and rations for both of our community scout teams. Our scouts each spend over 20 days per month on patrol, and they and their vehicles need fuel in the tank!"

Niall McCann
Conservation Director

Credit: NPR

THE BOARD

HOW.MANY.ELEPHANTS

Everything is connected. Nothing exists in isolation. Let's work together.

HOLLY BUDGE
Founder/ Chair

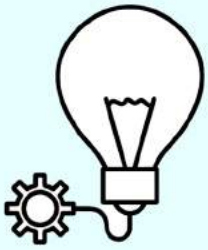
Be inspired to think big when you meet Holly Budge. Her passion, purpose and self-belief are contagious. She's a world-class adventurer with a couple of world records under her belt, including being the first woman to skydive Everest and race 1000km across Mongolia on semi-wild horses. She recently climbed 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.

BARRY PAGE
Treasurer

Barry's 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.



Save the elephants and then you save yourself.

Mark Shand

21 THINGS WE DID BETTER IN 2021

Everything is connected. Nothing exists in isolation. Let's work together.

#01
WE LAUNCHED WORLD FEMALE RANGER DAY!

Wow! What a buzz World Female Ranger Day on June 23rd created! The day was about raising awareness and funds for female rangers, with a spotlight on Africa this year. It was the first awareness day to celebrate and support female wildlife rangers and provide a platform to share their stories, access peer support and share best practice.

#02
'WE' DID THE LONDON MARATHON

As if securing a place in the London Marathon in our first year wasn't exciting enough, our official How Many Elephants runner, Louise Lamb, did a brilliant run and raised £2,736.25. Well done Louise!

#03
DID SOMEONE SAY AWARD WINNER?

We're delighted that our founder Holly Budge received two Stevie Awards for Women in Business, including 'The Most Innovative Woman of the Year in Non-Profit' and 'Female Thought Leader of the Year in Non-Profit'.

21 THINGS WE DID BETTER IN 2021

Everything is connected. Nothing exists in isolation. Let's work together.

#04
GRANT AWARDED TO AKASHINGA

We awarded £2,023.50 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
WE EXHIBITED IN PORTUGAL!

It was an honour to be commissioned to create a bespoke Herd of Hope Artwork for H.E. Rita Marques, Secretary of State for Tourism in Portugal & present it to her on the main stage at A World For Travel Forum in Evora, Portugal..

Credit: Ilan Godfrey

#06
GRANTS AWARDED TO BLACK MAMBAS

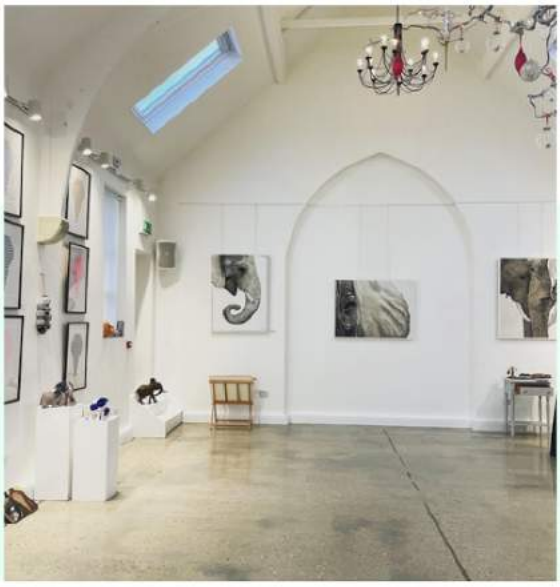
We have awarded grants to the value of £6,307.06 to the Black Mambas in South Africa to help them continue their vital work; Uplifting communities, empowering women and protecting wildlife.

21 THINGS WE DID BETTER IN 2021

Everything is connected. Nothing exists in isolation. Let's work together.

#07
GRANT AWARDED TO 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. Our grant of £942.37 was doubled by a match funder.



#08
WE HAD A POP UP EXHIBITION!

To get in the Christmas mood, we popped the champagne corks as our wonderful in-person supporters admired the work of the seven creatives we collaborated with, and £3000 was raised for our direct-action partners.

#09
WE VISITED KENYA!

Founder, Holly Budge, visited the Mara Elephant Project and Big Life Foundation in Kenya to see first-hand the impact they are making "on the ground".
Both of these organisations are doing brilliant and vital work.

21 THINGS WE DID BETTER IN 2021

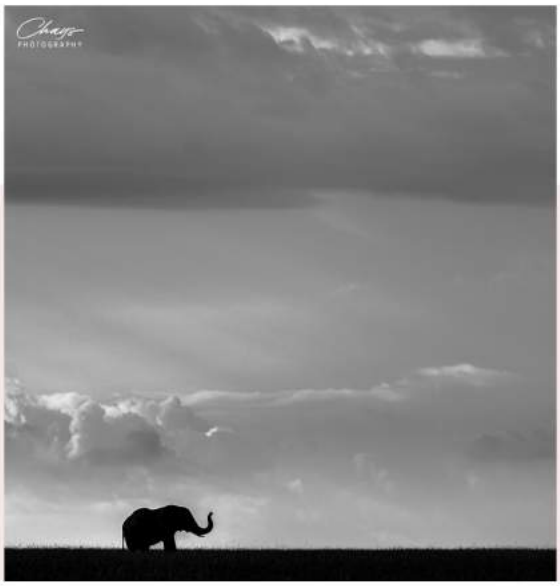
Everything is connected. Nothing exists in isolation. Let's work together.

#10
WE TIDIED THE STOCK ROOM! (AGAIN)

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 live (and virtual) talks and podcasts (well Holly has!), spreading the word about our charity and the impact it is making through awareness, education and "on the ground" in Africa.



#12
WE COLLABORATED WITH CREATIVES

We love working with a diverse group of creatives. One of our faves is the talented photographer, Amish Chhagan.

"This is not a business for me, it is part of a revolution to protect the planet and its wildlife inhabitants using the most powerful weapon I own – my camera."

21 THINGS WE DID BETTER IN 2021

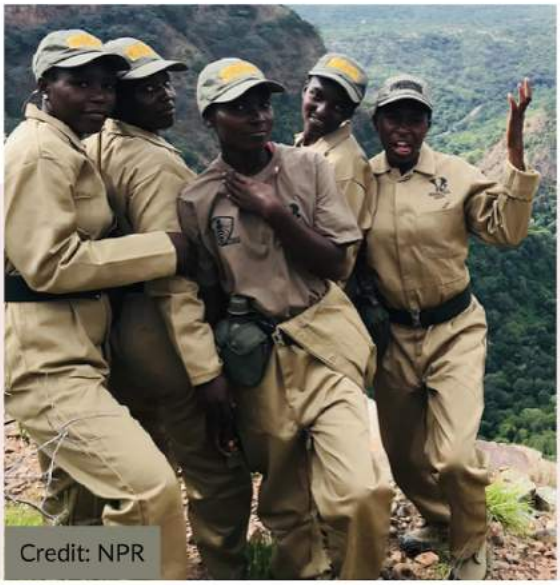
Everything is connected. Nothing exists in isolation. Let's work together.

#13
GOT FEATURED IN BBC WILDLIFE

We felt honoured to be featured alongside Ian Redmond and Sean Willmore in this article about the vital work of wildlife rangers.

#14
THE EXPLORERS CLUB, NO LESS!

Our founder, Holly Budge, has accepted membership at The Explorers Club. With only 3.5k members globally, including Jane Goodall, it is such a privilege to be part of an iconic institution known for its advancement of field research, scientific exploration and resource conservation.


Credit: NPR

#15
GRANT 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 and community scouts work tirelessly on the ground to protect the wildlife, and we are proud to call them our partners.

Everything is connected. Nothing exists in isolation. Let's work together.

#16
LIVE ON BBC WOMANS HOUR

We were overwhelmed (and completely thrilled!) with the incredible amount of media attention we received around World Female Ranger Week. The remarkable work of the female rangers was shared far and wide, amplifying our mission to make this a global initiative to support female rangers around the world.

#17
LIVE ON NEWS CENTRAL

NEWS CENTRAL

Founder, Holly Budge, spoke on News Central TV 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 PARTNERED WITH...

We are delighted to have partnered up with the Uganda Tourism Board who kindly sponsored our Christmas Pop-Up Shop and Exhibition at The Light Room, in Hampshire UK.

21 THINGS WE DID BETTER IN 2021

Everything is connected. Nothing exists in isolation. Let's work together.

#19
WE SOLD LOTS OF STATIONERY

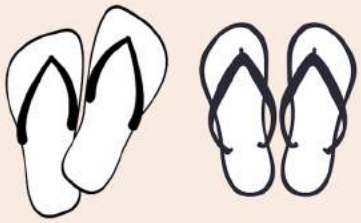
Our vibrant handmade stationery collection has a purpose beyond looking fabulous! Each sale champions and supports female wildlife rangers working on the front line of wildlife conservation in Africa.

#20
WE ORGANISED A BBC CONVERSATION

Two female rangers - Tsakane Nxumalo from The Black Mambas, South Africa, and Lisa Siamusantu from Kufadza, Zambia, talked about their work protecting wildlife and empowering women.

#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.



If you want to
fast, go alone.
If you want to go
far, go together.

African Proverb

HOW TO GET INVOLVED

HOW.MANY.ELEPHANTS

Everything is connected. Nothing exists in isolation. Let's work together.

- **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 long-term strategic partnerships are essential. 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? If you have passion, time and skills, we'd love to hear from you.
- **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 that 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 artwork. Each sale supports direct-action projects in Africa.

Join our herd!

@howmanyelephants

@howmanyellies

The journey of a thousand miles begins with one step.

Lao Tzu

2021 AND BEYOND

HOW.MANY.ELEPHANTS

Everything is connected. Nothing exists in isolation. Let's work together.

The non-profit sector is certainly challenging right now. But what we do know is that our dedication and passion for our valuable contribution to elephant conservation in Africa and to rangers working on the front line has not changed. We look forward to 2022 with bright eyes and warm hearts to continue supporting our wonderful direct action partners.

Our areas of interest for grantmaking going forwards will include:

- anti-poaching initiatives and activities
- community outreach programmes
- conservation-related activities and projects
- research relating to conservation
- training
- education
- public awareness initiatives

We are beyond excited to build on the success of World Female Ranger Day and launch World Female Ranger Week on June 23-30th. One day simply wasn't enough time to cover the many inspirational stories that we have found or that have found their way to us. This week-long event will be dedicated to female rangers around the world, who can share their stories and raise funds on our platform.

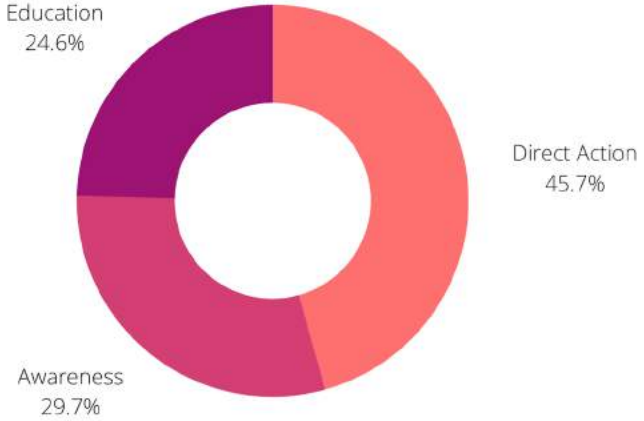
Stay up to date with our campaign news at www.howmanyelephants.org and once again, thankyou to all our loyal supporters.

FINANCES

HOW.MANY.ELEPHANTS

Everything is connected. Nothing exists in isolation. Let's work together.

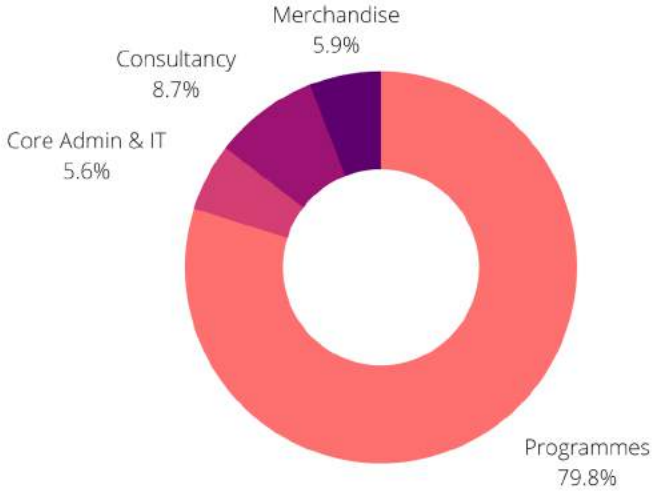
EXPENSES BY PROGRAMMES



PROGRAMME: DIRECT ACTION

PROGRAMME: AWARENESS

EXPENSES BY TYPE



PROGRAMME: EDUCATION

TREASURER'S REPORT

HOW.MANY.ELEPHANTS

Everything is connected. Nothing exists in isolation. Let's work together.

As a charity with a small team of Trustees, a great deal was achieved while keeping running costs to an absolute minimum, with core admin and IT costs at 5.6%. The majority of money raised (80%) went directly to supporting the charity's three programmes, of which 46% went directly to the programme supporting direct-action partners working in the field. With 25% and 30% targeted on our Education and Awareness programmes respectively. Grants were given to a greater number of Direct-Action groups in 2021 than in the prior year, with support given to Akashinga, Conservation Lower Zambezi, Cottars Wildlife Conservation Trust, Mara Elephant Project, National Park Rescue, The Black Mambas and Victoria Falls Wildlife Trust.

Despite another challenging year of raising money for wildlife-related initiatives, the charity had a good second year and, as an indicator of stability and growth, exceeded the Charity Commission's income threshold over which an independent review is required of its finances and governance. The majority of income was generated via various fundraising initiatives, with other significant contributions coming from direct donations and merchandise sales. The aim for the coming years is to continue efforts to promote all these channels of income while also applying for grants from charitable trusts and foundations.

Again, none of the Trustees received any form of remuneration or reimbursement of expenses they incurred during the year. The charity's Risk Register was maintained and updated as necessary throughout the year, which incorporates financial-related considerations. The level of Reserves continues to be monitored and has run at a level necessary to cover core admin and overhead running costs for at least six months.
The expenditure across the three programmes, Direct Action, Awareness and Education has been managed prudently and is very much dependent on the levels and timing of funding received from across the various income streams.

The Board are planning to enhance its level of budgeting and forecasting in the next year, a direct result of its level of confidence in raising higher levels of donations, thereby enabling it to increase its activities across the three programmes. The net loss reported from expenditure exceeding income of £6,633.55 for the year was more than covered by the positive carry forward from the prior year, and the charity ended the year with total cash on account holding totalling £4,012.85 at the end of 2021.

The charity ended the year in a strong position to continue into 2022, having made a positive contribution to its Objects and delivered across its three principal programmes. A continued focus on minimising core running costs and good governance have set the foundations for continuity and the ability to make a positive difference in promoting the conservation of wildlife for future generations.

Barry

Barry Page
Treasurer

STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING THE INCOME AND EXPENDITURE FOR THE YEAR ENDED 31 DECEMBER 2021

	Notes	Unrestricted Funds £	Restricted Funds £	2021 Total £	Unrestricted Funds £	2020 Total £
Income						
Donations	**2**	50,164	10,663	60,827	58,980	58,980
Other income	**3**	3,731	-	3,731	856	856
Investment income	**4**	1		1	1	1
Total Income		53,896	10,663	64,559	59,837	59,837
Expenditure						
Charitable activities	**5**	59,659	10,663	70,322	54,191	54,191
Total expenditure		59,659	10,663	70,322	54,191	54,191
Net income/expenditure		(5,763)	-	(5,763)	5,646	5,646
Transfers between funds		-	-	-	-	-
Net movement in funds		(5,763)	-	(5,763)	5,646	5,646
Reconciliation of funds:						
Total funds brought forward		5,646	-	5,646	-	-
Total funds carried forward		(117)	-	(117)	5,646	5,646

All transactions are derived from continuing activities.

All recognised gains and losses are included in the Statement of Financial Activities

BALANCE SHEET
AS AT 31 DECEMBER 2021

	Notes	2021 £	2021 £	2020 £	2020 £
Current Assets					
Stock	**7**	1,650		-	
Cash at bank and in hand		4,013		10,646	
		5,663		10,646	
Creditors: amounts falling due within one year	**8**	(5,780)		(5,000)	
Net Current Assets			(117)		5,646
Net Assets			£(117)		£ 5,646
Funds					
Unrestricted Funds	**10**		(117)		5,646
			£(117)		£ 5,646

The financial statements were approved by the Board and signed on its behalf by:

Holly Budge
Chair

Date: 26.10.22

The notes on the following pages form an integral part of these financial statements

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021

1 Accounting Policies

1.1 Charity information

How Many Elephants is a charity registered in England. The registered office is The Light Room, The Old Chapel, The Dean, New Arlesford, Hampshire, SO24 9BQ.

How Many Elephants meets the definition of a public benefit entity under section 34 of FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value, unless otherwise stated in the relevant accounting policy.

The principal objectives of the charity are detailed in the Trustees Report.

1.2 Basis of preparation of financial statements

The financial statements have been prepared in accordance with 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) (issued October 2019) - Charities SORP (FRS102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Charities Act 2011.

1.3 Income

Voluntary income is received by way of donations and gifts and is included in full in the Statement of Financial Activities when receivable. Donated assets and services are included at the value to the charity where this can be quantified and a third party is bearing the cost. The value of services provided by volunteers has not been included.

Grants, including grants for the purchase of fixed assets, are recognised in full in the Statement of Financial Activities in the year to which they relate.

Income from investments is included in the year in which it is receivable.

1.4 Expenditure

Resources expended are recognised in the period in which they are incurred. Resources expended are allocated to the particluar activity where the cost relates directly to that activity.

1.5 Deferred Income

Income is deferred where the charity is not yet entitled to the use of the resources. When the pre-conditions for use are met then the income is recognised.

1.6 Going Concern

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the levels of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021

2	**Donations**	**Unrestricted Funds £**	**Restricted Funds £**	**2021 £**	**Unrestricted Funds £**	**2020 £**
	Donations received	19,732	10,663	30,395	24,035	24,035
	Services received in kind	30,432	-	30,432	34,945	34,945
		50,164	10,663	60,827	58,980	58,980

3	**Other income**	**Unrestricted Funds £**	**Restricted Funds £**	**2021 £**	**Unrestricted Funds £**	**2020 £**
	Merchandise sales	3,731	-	3,731	856	856
		3,731	-	3,731	856	856

4	**Investment income**	**Unrestricted Funds £**	**Restricted Funds £**	**2021 £**	**Unrestricted Funds £**	**2020 £**
	Bank interest	1	-	1	1	1
		1	-	1	1	1

5	**Charitable activities**	**Unrestricted Funds £**	**Restricted Funds £**	**2021 £**	**Unrestricted Funds £**	**2020 £**
	Programme: Education	-	7,892	7,892	10,113	10,113
	Programme: Awareness	6,770	2,771	9,541	-	-
	Consultancy costs	3,486	-	3,486	-	-
	Merchandise costs	2,367	-	2,367	359	359
	Adjustment for closing stock	- 1,650	-	1,650	-	-
	Commissions and charges	108	-	108	446	446
	IT costs	2,138	-	2,138	234	234
	Travel and conference costs	569	-	569	-	-
	Grants awarded	14,659	-	14,659	8,094	8,094
	Independent examination	780	-	780	-	-
	In kind donations of services:					
	Consultancy costs	8,500	-	8,500	15,250	15,250
	Media coverage	18,312	-	18,312	12,925	12,925
	Facilities	3,000	-	3,000	6,000	6,000
	Printing & IT	620	-	620	770	770
		59,659	10,663	70,322	54,191	54,191

6 Employees

The charity did not employ any staff during the period. No trustees received any remuneration as they all act in an unpaid capacity. During the year £Nil expenses were paid to Trustees (2020: £Nil)

NOTES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 DECEMBER 2021

7 Stock

	2021 £	2020 £
Art and materials	1,650	-
	1,650	-

8 Creditors: amounts falling due within one year

	2021 £	2020 £
Accruals	780	-
Loan from related party	5,000	5,000
	5,780	5,000

9 Analysis of Net Assets between Funds

Fund balances at 31 December 2021 as represented by:	Unrestricted Funds £	Restricted Funds £	2021 £
Current assets	5,663	-	5,663
Current liabilities	(5,780)	-	(5,780)
	(117)	-	(117)

Fund balances at 31 December 2020 as represented by:	Unrestricted Funds £	Unrestricted Funds £	2020 £
Current assets	10,646	-	10,646
Current liabilities	(5,000)	-	(5,000)
	5,646	-	5,646

10 Unrestricted Funds

	1 January 2021 £	Income £	Expenditure	31 December 2021 £
General reserve	5,646	53,896	59,659	(117)
	5,646	53,896	59,659	(117)

	1 January 2020 £	Income £	Expenditure	31 December 2020 £
General reserve	-	59,837	54,191	5,646
	-	59,837	54,191	5,646

11 Restricted Funds

	1 January 2021 £	Income £	Expenditure	31 December 2021 £
WFRD	-	10,663	10,663	-
	-	10,663	10,663	-

	1 January 2020 £	Income £	Expenditure	31 December 2020 £
WFRD	-	-	-	-
	-	-	-	-

Independent Examiner's Report to the Trustees of How Many Elephants

I report on the accounts of the trust for the year ended 31st December 2021, including the Statement of Financial Activities, Balance Sheet, and related notes.

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 charity's accounts carried out under section 145 of the 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

I have completed my examination. I confirm that no material 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 Act; or
2. the accounts do not accord with those records; or
3. the accounts 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 accounts to be reached.

……..
Kerry Lawrance FCA Date:

28th October 2022

Compass Accountants Limited
Venture House, The Tanneries
East Street, Titchfield, Hants.
PO14 4AR