



Dates 1 April 2022 – 31 March 2023

Weird and Wonderful Animal Conservation

Annual report and financial statements

Charity number 1196186



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1. Reference and administrative information

Charity Name: Weird and Wonderful Animal Conservation (WAWA Conservation)

Charity registration number: 1196186

Registered Office and
operational address: WAWA Conservation
16 Ashleigh Road
Barnstaple
Devon
EX32 8JX

Trustees

Mr Jack Haines	Chair
Mr Thomas Cain	Treasurer
Ms Megan Hill	Secretary
Ms Katie Parker	
Ms Kashmir Flint	
Ms Sophie Cain	
Ms V. Darby Moore	



2. Objectives and activities

Weird and Wonderful Animal Conservation (WAWA) exists to support the preservation of biodiversity across the globe for future generations to enjoy by supporting the effective, science-based conservation of unique and important wildlife species.

We at WAWA want to help create a world where the strange and unique species are valued and protected alongside the bright and bold ones.

The Objects of WAWA, as set out in our constitution are:

1. To promote protection and improvement of the physical and natural environment for the benefit of the public by supporting wildlife conservation organisations across the globe to preserve biodiversity in its natural environment by making grants and supporting research; and;
2. To advance the education of the public through the provision of information and opportunities to promote conservation of the natural environment.

WAWA is committed to encouraging as many people as possible to learn about, and support, the conservation of wildlife species that are valuable due to their endangered status, unique genetics, or role in the environment. This is in contrast to a traditional approach that promotes the charisma of wildlife as a function of their size, colouration, and “cuteness”. WAWA promotes the support of evolutionarily distinct and genetically endangered species through an educational/exposure campaign on social media that endorses in-situ organisations and their conservation work, in turn encouraging financial or in-kind provisions where they will have the greatest impact. Our services provide exposure of the conservation issues of relatively unknown species to the general public, garner support for their protection and research, consult on conservation and research methodologies, and provide financial assistance to in-situ organisations working with target species.

When planning our activities for the year, WAWA have considered the Commission’s guidance on public benefit and, in particular, the specific guidance on charities for the advancement of the conservation of the environment. In particular, we try to enable ordinary people to support the protection of the environment as part of our online community through:

- Provision of information about the conservation issues surrounding little known, yet ecologically important species.
- Fundraising for our consultative support of, and provision of grants for, the conservation activities carried out by in-situ organisations around the world
- Sale of merchandise to further fund our support of target species

To facilitate this work, it is important that we maintain the cohesion of our online community and the online infrastructure of WAWA.



3. Achievements and performance

In Summary, while 2022/3 presented several challenges for WAWA Conservation, our adaptability and innovative approaches ensured that we continued to make meaningful contributions to conservation education and awareness. We remain committed to our mission and look forward to re-engaging in more active in-situ conservation efforts as circumstances allow.

3.1 In-situ conservation support

In 2022/3, WAWA's in-situ conservation efforts faced significant challenges as trustees were increasingly drawn back to their full-time roles following the post-COVID transition. Consequently, our direct conservation activities were minimal. However, we remained committed to our mission through innovative fundraising and educational initiatives.

Despite these hurdles, WAWA successfully conducted a fundraising campaign based on merchandise sales. We collaborated with local Bristol artist Iain Sellers, who created a unique design for our t-shirts. These t-shirts were eco-friendly, screen printed by Bon Clothing using vegan inks on organic cotton. This initiative not only supported our fundraising efforts but also emphasised our commitment to sustainability.

3.2 Research and conservation consultation

Although our in-situ conservation work was limited, we continued to support conservation efforts indirectly through education and awareness. Our trustee, Kashmir, conducted in-person education sessions for a primary school. She developed comprehensive educational materials that will be used in future sessions and provided to educators as resources. This aligns with our long-term goal of fostering a new generation of conservationists.

3.3 Public education

Kashmir's work in educational outreach was a significant achievement this year. She conducted in-person sessions at a primary school, developing and designing educational materials that will be utilised in future sessions. These materials are also available for educators, ensuring that our mission of promoting conservation awareness is sustained and expanded.

A new collaboration was established with Spain based Ilustrasciencia, a collective of artists that focus on scientific drawing for biological education. Through our brief we worked with a class of their students to develop media specifically around species that have little available creative commons access media with which to share about their conservation status. The class leaders took this a step further and added parameters that focused on a target audience of young people and through the medium of an Instagram photo/comic style panel framework. The results were great with plenty of new and accessible media being provided to WAWA along with an effective message being shared about the Maleo (*Macrocephalon maleo*), the saola (*Pseudoryx nghetinhensis*), the Mary River turtle (*Elusor macrurus*) and the cork bark leaf-tailed gecko (*Uroplatus pietschmanni*).



Our social media presence remained active and was a crucial tool in maintaining engagement with our supporters. We explored new platforms, including Reddit, which helped drive website traffic and increased awareness of our cause. Organic traffic and search engine visitors continued to trickle in, contributing to steady t-shirt sales.

2022 saw our highest ever year for website traffic with 3,882 unique visitors to wawa.org.uk. Of 4,994 views, the following sources provided the most traffic:

Referrers	Views
out.reddit.com ▼	1,316
Search Engines ▼	677
Reddit ▼	343
Facebook	196
linktr.ee	33
ecosia.org	23
youtube.com	17
WordPress Android App ▼	16
old.reddit.com ▼	14
stephintonature.com	10

With the following pages being the most popular:



Posts & pages	Views
Fact file: Saola (<i>Pseudoryx nghetinhensis</i>)	1,732
Home	956
Home page / Archives	315
Fact file: Cork-bark leaf-tail gecko (<i>Uroplatus pietschmanni</i>)	196
Saving species	170
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An Electrifying Creature: <i>Proteus Anguinus</i>	91

4. Financial review

No online based fundraising campaigns were carried out this year, relying instead on passive income from sales of merchandise and donations through the website. This totaled £388.59 for the year.

£770 was spent at the beginning of the year to support the conservation partnership developed in the previous year with Laos Conservation Trust and Monitor Research

£184.49 was spent on merchandise for the Bon clothing products (£168.60), and through printful (£15.89) the print on demand service that we use for merchandise. The system requires that we pay for any merchandise on order, then at set monthly periods they send us all the total sent to them by the customers. This system is in place to ensure production costs are always covered on their end, while allowing for products to be sold at a loss should the print-on-demand customers want to do so (such as in a promotional sale).

£82.19 was paid to Kashmir FLint to cover her personal expenses generated while carrying out education work.

It is WAWA policy to maintain a balance of unrestricted funds (if possible), which equates to at least £500, to cover emergency situations that may arise from time to time and the initial costs of print-on-demand merchandise orders. The year-end balance of £1,036.68 held on unrestricted funds at the year-end did match this target, so we hope to build on this pot over the next couple of years to create a holding for a small grant system.

WAWA currently holds no other assets or liabilities.

5. Structure, governance and management

WAWA conservation acts as a charitable incorporated organisation, using the foundation structure, and the Weird and Wonderful Animal Conservation constitution, as last amended on 20/04/2021, as its governing document.

As per the constitution, the members of this CIO shall be its charity trustees for the time being. The only persons eligible to be members of the CIO are its charity trustees. Membership of the CIO cannot be transferred to anyone else.



WAWA are always open to new trustees joining the team, while the number of currently serving trustees is under 12, the maximum allowed. While unsolicited formal written applications will be reviewed, recruitment is usually carried out through an invitation to apply, as delivered by any serving trustee. Applications are reviewed by all current trustees and will be discussed in a trustees meeting. Where preliminary support is provided by at least one trustee, voting will take place formally at the next feasible general meeting of members, where a majority in favour is required for the applicant to be accepted as a new trustee.

Currently WAWA is without committee groups due to its small size. All members are invited to have input on all issues. Meetings are held as required and in response to developing situations, where non-consensus decisions are decided by a majority vote.

6. Exemptions from disclosure

None noted



7. Financial statements

04/2022	03/2023					
Recommended categories by activity	Guidance note	Unrestricted funds	Restricted income funds	Endowment funds	Total funds	
		£	£	£	£	
Income (Note 3)		F01	F02	F03	F04	
Income and endowments from:						
Donations and legacies	S01	£1,021.16	£0.00	£0.00	£1,021.16	
Charitable activities	S02	£388.59	£0.00	£0.00	£388.59	
Other trading Activities	S03	£0.00	£0.00	£0.00	£0.00	
Investments	S04	£0.00	£0.00	£0.00	£0.00	
Separate material item of income	S05	£0.00	£0.00	£0.00	£0.00	
Other trading Activities	S06	£0.00	£0.00	£0.00	£0.00	
Total	S07	£1,409.75			£1,409.75	
Expenditure (Notes 6)						
Expenditure on:						
Raising funds	S08	£266.68	£0.00	£0.00	£266.68	
Charitable activities	S09	£770.00	£0.00	£0.00	£770.00	
Separate material expense item	S10	£0.00	£0.00	£0.00	£0.00	
Other	S11	£0.00	£0.00	£0.00	£0.00	
Total	S12	£1,036.68	£0.00	£0.00	£1,036.68	