



Dates 1 April 2023 – 31 March 2024

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
165 Ramsgate Road,
Margate.
Kent
CT9 4EY

Trustees

Mr Jack Haines	Chair
Mr Thomas Cain	Treasurer
Ms Kashmir Flint	Secretary
Ms Katie Parker	
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

The period of 2023/4, whilst quiet in terms of direct actions, saw discussions on the core values of the charity and how to align our outcomes with our missions, reflecting on past achievements and challenges. We are still dedicated to our objectives and saw WAWA Conservation developing into a hub for conservation professionals, increasing our effectiveness as a group.

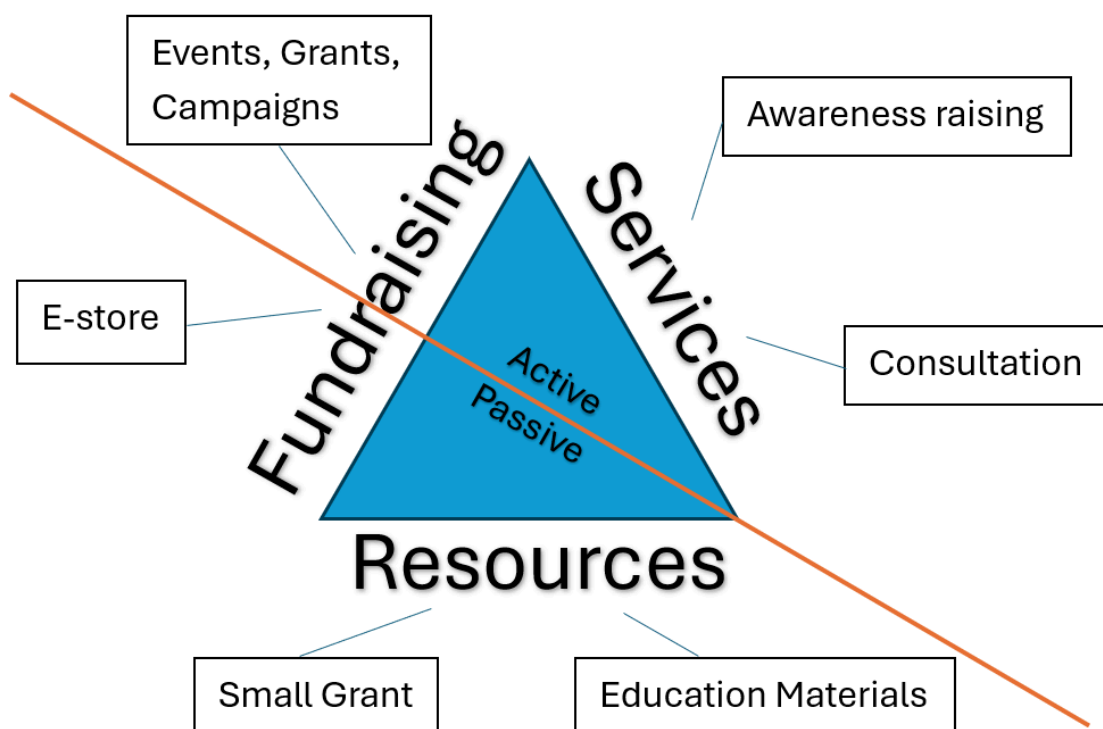
3.1 In-situ conservation support

Similarly to the last annual report, 2023/4 saw challenges with WAWA's in-situ efforts with trustees having less time to dedicate to the aims and actions of the charity, instead needing to fulfil their full-time roles. During this time, progress continued to be made with our educational commitments.

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. One trustee, Kashmir, led the creation of several nature connectedness resources, which are now free to download on our website for primary school level educators. This aligns with our long-term goal of fostering a new generation of conservationists, as well as establishing ourselves as a resource hub for conservation professionals and enthusiasts.

Discussions began in this period to re-imagine the structure of the charity and the services we wished to provide, based on our previous experiences. The idea of streamlining our services and outputs to increase our effectiveness, given the limited time of our trustees, saw the conceptualisation of our work into a triangle structure, looking at passive and active involvement, on fundraising, services and resources.





3.3 Public education

WAWA continued our commitment to environmental education, with our philosophy based on nature connectedness, fostering curiosity and installing a love for the wild world. With free access to a set of three educational resources available on our website, we hope to support educators and parents to share our learning experiences. Each activity was developed with a guidance sheet, step-by-step instructions and further developmental ideas for broader curriculum links.

Trustee Kashmir was asked to host as a special guest speaker for community-woodland group, Dane Valley Woods. Kashmir introduced WAWA Conservation and our aims, celebrating our previous fundraising campaigns, our developing education programme and partnership with Ilustrasciencia.

Based on the successes and positive feedback from the previous year, collaboration with Spain based Ilustrasciencia continued for a second year. WAWA worked alongside Ilustrasciencia's leaders, to help a class of students develop their illustrational skills for young people, with WAWA providing a brief on four unique, under-funded and rare species; Brazilian guitarfish (*Pseudobatos horkelii*), Kroombit tinker frog (*Taudactylus pleione*), Attenborough's long-beaked echidna (*Zaglossus attenboroughi*) and the helmeted hornbill (*Rhinoplax vigil*). Similarly to our previous year, WAWA was able to obtain several high-quality illustrations, created specifically for engagement of young people and easily shared to social media.





Website traffic took a hit this year, compared to the peak of last year's visits, but this is to be expected with fewer outputs taken by the group over the year. The website still received just over 2,300 unique visitors, with 3,427 views from the following sources:

Referrers ⓘ	Views
Search Engines ▾	1,723
Facebook	51
ecosia.org	19
isaloureiro.com	14
Reddit	13
linktree	12
WordPress Android App	10
stephintonature.com	7
lens.google.com	6
Instagram ▾	5

Notably, social media presence made a significantly smaller impact compared to the previous year (referrers down from 1,316 from Reddit and 196 from Facebook). This represented a change in the direction of the group across the year, moving away from more intensive engagement strategies i.e. social media, to less intensive engagement, i.e. articles. Articles and blogs continue to hold a high interest with visitors.



Posts & pages ⓘ	Views
Home	848
The Long-beaked Echidna: a rather peculiar mammal	495
Fact file: Attenborough's long-beaked Echidna (<i>Zaglossus attenboroughi</i>)	393
Home page / Archives	231
Saving the venom: conservation efforts to protect the Hispaniolan Solenodon	111
Fact file: Mary River turtle (<i>Elusor macrurus</i>)	99
Saving species	97
Meet the team	90
Fact file: Helmeted Hornbill (<i>Rhinoplax vigil</i>)	88
An Electrifying Creature: <i>Proteus Anguinus</i>	82

4. Financial review

No fundraising campaigns were carried out this year, relying on passive income streams from donations and sales of merchandise throughout the year, totalling £130.99, with £369.07 carried over, leaving our total income at £500.06. Expenditure was minimal, at £34.30 charged from Printful merchandising for their on-demand printing services.

As previously mentioned, this year began discussions on the future of the group and changing the structure of the group, whilst maintaining its aims and outcomes. Part of these discussions looked into financial sustainability of the group, and moving towards free online website hosting and free email hosting, as these current costs are covered voluntarily by trustees, and it is widely agreed that this should be moved away from.

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.

Within this period, there was a change in the board, with Ms Megan Haines stepping down in her role of Trustee and Secretary, to move on to new ventures, with Ms Kashmir Flint stepping up to role of Secretary.

6. Exemptions from disclosure

None noted



7. Financial statements

04/2023	03/2024					
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	£369.07	£0.00	£0.00	£369.07	
Charitable activities	S02	£130.99	£0.00	£0.00	£130.99	
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	£500.06			£500.06	
Expenditure (Notes 6)						
Expenditure on:						
Raising funds	S08	£34.30	£0.00	£0.00	£34.30	
Charitable activities	S09	£0.00	£0.00	£0.00	£0.00	
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	£34.30	£0.00	£0.00	£34.30	