



# ANNUAL REPORT 2022/23

## Livingstone Lions

Email address:

[admin@livingstonelions.com](mailto:admin@livingstonelions.com)

Tel: 07731 451 229

Address: 33 Coniston Road, Earlsdon,  
Coventry, West Midlands, CV5 6GU,  
UK.



# TABLE OF CONTENTS

Letter from Chair of Trustees	4
Charity Objectives	6
Impact and Achievements	7
Financial Overview	9
Future Plans and Goals	10
Contact Details	11



# LETTER FROM FOUNDER & CHAIR OF TRUSTEES

## Dear Friends and Supporters

As the Chair of Trustees for Livingstone Lions, it is my honour to present our annual report for 2022/23. This past year saw the establishment and registration of Livingstone Lions as a recognised UK charity. As you are aware, the global pandemic had a devastating impact on everyone, including captive lions. The organisations that had previously looked after their welfare found that they could no longer do so. Therefore, Livingstone Lions was formed to raise funding to safeguard captive lions and continue educational work on the importance of the species' survival for wildlife and communities. Our first year has been one of resilience, growth, and unwavering dedication to our mission of protecting captive African lions and advancing education on their vital role in the wider ecosystem.

## Reflecting on Our Achievements

Our dedicated team has worked tirelessly to provide our lions with a safe and nurturing environment. We have sourced food and healthcare for the lions, repaired and maintained vehicles to deliver supplies, assessed the environmental conditions the lions are situated in, and worked with other organisations to ensure captive lions can stay in place. Additionally, we implemented the 'Sponsor a Lion' Scheme, which allows people to be responsible for their chosen lion. This has proven successful, providing a consistent revenue stream to keep these lions alive and well. We have also embraced other charitable streams of revenue, such as Work4Good, JustGiving, and Vinted. Furthermore, we have established an online shop that sells printed t-shirts and bags. Livingstone Lions has been made possible by the generous support of our donors and the hard work of our team, who have managed the project with impeccable dedication.

## Community and Education

Our commitment to conservation extends beyond sanctuary borders. We have continued to engage with local communities, including facilitating educational visits to captive lions. A toolkit of conservation education and lion husbandry learning resources has been developed. We will make these freely available in 2023/24.

## Challenges and the Path Forward

While we celebrate our early successes, we must also acknowledge the challenges we faced. The cost-of-living crisis and the continued impact of a global pandemic have meant fluctuations in the amount of financial support Livingstone Lions receives. In Africa, fuel prices have soared, and shortages in available meat have presented significant challenges. However, we have adapted, exploring new avenues for virtual engagement and fundraising, and we are committed to continuing this work. Looking ahead, we are committed to enhancing the lions' facilities, expanding our outreach, and developing new initiatives to ensure the long-term survival of these captive lions while delivering benefits to local communities.

## A Heartfelt Thank You

None of our achievements would have been possible without the support of our donors, partners, and ground staff. Your generosity and passion for lions inspire us to do more and be better stewards of these incredible creatures. We are deeply grateful for your unwavering commitment and support. As we move forward into the next year, we remain steadfast in our mission. Together, we can ensure that the captive lions we are responsible for continue to have a bright and safe future.





***Livingstone Lions is a non-profit charity run entirely by volunteers. We are passionate about the welfare of the lions within our care and the well-being of their human neighbours.***



# CHARITY OBJECTIVES

## Livingstone Lions Charity Objectives are:

- I. To promote humane behaviour towards animals by providing appropriate protection, treatment and security for captive African lions which are in need of care and attention by reason of sickness, maltreatment, poor circumstances or ill usage and to educate the public in matters pertaining to captive lion welfare in genera and the prevention of cruelty and suffering among animals
- II. To generate financial support for captive African lions in need of care and attention by reason of sickness, maltreatment, poor circumstances or ill usage, through fundraising and commercial activities
- III. To promote for the benefit of the public, the conservation, protection and improvement of the physical and natural environment of the African lion
- IV. To advance public education in the care of captive lions



# IMPACT AND ACHIEVEMENTS

## Inaugural Year Milestones

The first year of operations at Livingstone Lions has been a remarkable journey of growth, dedication, and impactful work. As a newly established sanctuary, our focus has been on laying a strong foundation for our mission to protect and preserve 42 captive lions based in the Dambwa Forest, Livingstone, Zambia. Here are some of the key achievements and impacts from our inaugural year:

### 1. Lion Rescue

In 2022, we completed an MoU with the African Lion and Environmental Research Trust (ALERT) to bring 42 captive lions under the protection of Livingstone Lions. Veterinarians and former ALERT staff familiar with these lions assessed their health and living conditions. The lease for the land upon which these lions are based was checked with the Zambian Forestry Department and Lion Encounter (current lease holders) to ensure they can remain in their current location for the foreseeable future. This space provides a safe and relatively natural habitat for the lions within large enclosures.

### 2. Community Engagement and Education

Livingstone Lions acknowledges the importance of the rural communities living near the captive lions in Dambwa Forest. It is important for these communities to feel safe from the lions while also benefiting from their presence. We have hired casual labour from these communities when needed to help with enclosure maintenance and environmental management, such as grass slashing. Additionally, we have organized opportunities for the communities to visit the lions and learn about their ecology and behaviour. Our educational initiatives aim to create a future where local communities are aware of the challenges facing wildlife and actively involved in conservation efforts.

### 3. Volunteer and Supporter Engagement

The sanctuary in Livingstone has attracted groups of volunteers and supporters, both locally and internationally, to contribute directly to lion care, ground and enclosure maintenance, and community outreach. Our fundraising efforts have also been boosted with supporters engaging in sponsored walks such as The Three Peaks Challenge. Their enthusiasm and support have been instrumental in achieving our goals.

### 4. First Steps Towards Sustainable Tourism

Recognising the potential of eco-tourism as a sustainable funding source, we have supported the development of guided tours and educational experiences for visitors to Dambwa in collaboration with other NGOs, such as Njovu, and reputable sustainable companies such as African Safari Experience. We do not charge for this but ask for a donation to Livingstone Lions. Although still in its early stages, this initiative has generated interest and support, providing an additional platform to raise awareness about lion conservation and the challenges these majestic creatures face.







# FINANCIAL STATEMENTS

## Statement of Comprehensive Income (Profits and Losses)

	Unrestricted Funds	Restricted Funds	Total for this Period
<b>Receipts and Payments</b>			
<b>Receipts</b>			
Sponsorships and Web Payments	4172.13	0	4172.13
Web shop sales	96	0	96
	<b>4268.13</b>	<b>0</b>	<b>4268.13</b>
<b>Payments</b>			
Project Funding (Zambia)	2857.01	0	2857.01
UK Bank Fees	111.00	0	111
	<b>2968.01</b>	<b>0</b>	<b>2968.01</b>
<b>Balance</b>	<b>1300.12</b>	<b>0</b>	<b>1300.12</b>
<b>Statement of Assets and Liabilities</b>			
Cash in current account	1300.12	0	1300.12
Other monetary assets	0	0	0
Other tangible assets	0	0	0
Current liabilities	0	0	0

Items purchased for sale in web-shop were done so prior to receiving charitable status and prior to this reporting period. The items themselves were then transferred to the charity as a non-monetary donation.

# FUTURE PLANS AND GOALS

The achievements of our first year have set a strong foundation for the future. As we continue to grow and expand, we are committed to enhancing our efforts to safeguard lions abandoned during a global pandemic, deepening our community relationships, and expanding our impact on both a local and global scale. More specifically, we aim to:

## 1. Maintain, Repair, Improve Infrastructure

We will continue to repair existing infrastructure, such as enclosure fencing and security, and improve facilities where necessary.

## 2. Community Engagement and Outreach

We will develop and expand our efforts to provide the public freely available conservation education and lion husbandry information and guidance. We will partner with reputable and responsible organisations, including schools and NGOs to facilitate educational visits to see captive lions and learn about their ecology, conservation, and role in the natural world.

## 3. Income Generation and Sustainability

We will explore income generation streams to provide a secure financial base for the charity to meet its objectives. We will organise fundraising campaigns, including events, online crowdfunding and partnerships with corporations and philanthropists to secure long-term financial stability. We will seek grants from awarding bodies, including international organisations and environmental foundations, to fund specific projects or expand operations. We will also develop and/or facilitate guided educational tours that provide an additional revenue stream through donations. Livingstone Lions will continue the current Sponsor A Lion program.

**The journey ahead is long, but with the continued support of our donors, volunteers and partners, we are confident in our ability to make a lasting difference in the lives of captive lions.**



---

## Contact Details

Registered Address:

Livingstone Lions  
33, Coniston Road  
Earlsdon  
Coventry  
West Midlands  
CV5 6GU  
U.K.

Website: [www.livingstonelions.com](http://www.livingstonelions.com)

Email: [admin@livingstonelions.com](mailto:admin@livingstonelions.com)

Instagram: [https://www.instagram.com/liv\\_lions/](https://www.instagram.com/liv_lions/)

Facebook: <https://www.facebook.com/livlions>

Charity Registration Number: 1197735

