

# CONSERVATION OPTIMISM

England & Wales · Charity number 1198033

## Details

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**Status** Registered

**Legal form** CIO

**Registered** 2022-02-23

**Register** [View on the Charity Commission register](#)

## Contact

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**Address** The Garden Cottage  
Park Corner  
Nettlebed  
Henley-On-Thames  
RG9 6DR

**Phone** 01865271213

**Email** [admin@conservationoptimism.org](mailto:admin@conservationoptimism.org)

**Website** [conservationoptimism.org](http://conservationoptimism.org)

## Activities

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**Objects:** TO ENHANCE THE AWARENESS OF THE PUBLIC OF THE CONSERVATION, PROTECTION, AND IMPROVEMENT OF THE PHYSICAL AND NATURAL ENVIRONMENT PRIMARILY THROUGH INCREASING INDIVIDUAL AND COLLECTIVE KNOWLEDGE AND UNDERSTANDING OF THE ENVIRONMENTAL CHALLENGES THE PLANET IS CURRENTLY FACING THROUGH OUTREACH, HIGHLIGHTING THE WAYS THAT EVERYONE CAN MAKE A DIFFERENCE, AND SUPPORTING CONSERVATIONISTS AND THE PUBLIC TO FEEL HOPE AND EMPOWERMENT TO CONSERVE THE PHYSICAL AND NATURAL ENVIRONMENT.

**Activities:** Conservation Optimism shares positive stories about conservation to inspire hope, highlight effective action, and support people to act for nature. Main activities include the production and distribution of educational resources and training programmes, online outreach including blogs and social media, and the organisation of in-person events for conservationists and the general public.

## Classification

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- **How:** Provides Advocacy/advice/information
- **What:** Environment/conservation/heritage
- **Who:** The General Public/mankind

## Geography

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- Throughout England

## Finances

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Period end	Income	Expenditure	Assets	Employees
2024-12-31	£114,484	£115,488	-	-
2023-12-31	£5	£40	-	-
2023-03-01	£10,063	£20	-	-

## Trustees

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Name	Role	Appointed
<b>PROFESSOR ELEANOR JANE MILNER-GULLAND MA PHD</b>	Chair	2022-02-23
Dr Caleb Ofori-Boateng		2022-02-23
Dr Michael Burgass		2022-02-23
SAVITA WILLMOTT		2022-02-23

**CONSERVATION OPTIMISM**

England & Wales - Charity number 1198033

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# Accounts

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## Trustees' Annual Report for the period

**From 01/01/2024 To 31/12/2024**

**Charity name: Conservation Optimism**

**Charity registration number: 1198033**

### Objectives and Activities

	SORP reference	
Summary of the purposes of the charity as set out in its governing document	Para 1.17	To enhance the awareness of the public of the conservation, protection, and improvement of the physical and natural environment primarily through increasing individual and collective knowledge and understanding of the environmental challenges the planet is currently facing through outreach, highlighting the ways that everyone can make a difference, and supporting conservationists and the public to feel hope and empowerment to conserve the physical and natural environment.
Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts.	Para 1.17 and 1.19	<ul style="list-style-type: none"> <li>• Sharing stories of conservation success from around the world</li> <li>• Sharing interviews with inspiring conservationists</li> <li>• Raising the voices of key groups, particularly young people</li> <li>• Being the nucleus for a community of optimistic conservation organisations called ConservationNOW</li> <li>• Catalysing lesson learning through knowledge-sharing webinars</li> <li>• Supporting a community of optimistic people around the world</li> <li>• Sharing locally relevant content through Regional Hubs</li> <li>• Delivering direct impact by providing resources and training in positive and strategic communications for conservation</li> <li>• Holding key events such as an annual Film Festival and three global multi-day Summits, most recently in 2024</li> </ul>

Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit	Para 1.18	The trustees have had regard to the guidance issued by the Charity Commission on public benefit
Contribution made by volunteers	Para 1.38	Conservation Optimism's global team is comprised almost entirely of volunteers based around the world, many early-career conservationists, who contribute their time, commitment and great talent to this vital conservation mission.

## Achievements and Performance

	SORP reference	
Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole.	Para 1.20	<p>Main achievements in 2024:</p> <ul style="list-style-type: none"> <li>• Appointed a new Director – Jon Taylor</li> <li>• Held a 'Good Natured Film Festival', initially in Oxford in July, and subsequently virtually at many other venues and events</li> <li>• Held a three-day Summit in September, attended by over 300 people in Oxford and online around the world, to 'empower, enable and embrace' conservationists worldwide. Much positive feedback.</li> <li>• Shared stories of hope and inspiration through social media and blogs with ~30,000 followers globally</li> <li>• Delivered five skill-sharing webinars through the ConservationNOW network, attended in person or viewed subsequently on our YouTube channel by hundreds of people</li> <li>• Delivered regionally relevant content via regional hubs in South Asia and West Africa</li> <li>• Attended key conferences and events in UK and Europe, raising awareness of Conservation Optimism and delivering training in strategic communications for conservation</li> </ul>
Performance of fundraising activities against objectives set	Para 1.41	Developed a fundraising strategy and materials in 2024 that will be used as part of a full fundraising campaign in 2025

## Financial Review

Review of the charity's financial position at the end of the period	Para 1.21	Conservation Optimism ended the year in a healthy position with a carried forward cash balance of £3,830.
Statement explaining the policy for holding reserves stating why they are held	Para 1.22	N/a
Amount of reserves held	Para 1.22	£3,830
Reasons for holding zero reserves	Para 1.22	N/a
Details of fund materially in deficit	Para 1.24	N/a
Explanation of any uncertainties about the charity continuing as a going concern	Para 1.23	N/a
The charity's principal sources of funds (including any fundraising)	Para 1.47	The charity's principal source of funding is in-kind support from University of Oxford. It is intended to diversify this funding base in 2025.

## Structure, Governance and Management

Description of charity's trusts:		N/a
Type of governing document ( <a href="#">trust deed</a> , <a href="#">royal charter</a> )	Para 1.25	Charitable Foundation Constitution
How is the charity constituted? (e.g <a href="#">unincorporated association</a> , CIO)	Para 1.25	CIO
Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees	Para 1.25	(1) Apart from the first charity trustees, every trustee must be appointed [for a term of [three] years] by a resolution passed at a properly convened meeting of the charity trustees. (2) In selecting individuals for appointment as charity trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

## Reference and Administrative details

Charity name	Conservation Optimism
Other name the charity uses	N/a
Registered charity number	1198033
Charity's principal address	The Garden Cottage Park Corner Nettlebed Henley-On-Thames RG9 6DR


**Names of the charity trustees who manage the charity**

Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
Professor Dame E.J. Milner-Gulland	Chair		
Dr Caleb Ofori-Boateng			
Savita Wilmott			
Dr Michael Burgass	Treasurer		

**Declarations**

The trustees declare that they have approved the trustees' report above.

**Signed on behalf of the charity's trustees**

<b>Signature(s)</b>		
<b>Full name(s)</b>	Professor Dame E.J. Milner-Gulland	
<b>Position (eg Secretary, Chair, etc)</b>	Chair	

**Date** 7th July 2025

## **INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF CONSERVATION OPTIMISM**

I report to the charity's trustees on my examination of the accounts of Conservation Optimism for the period ended 31 December 2024.

### **Respective responsibilities of trustees and examiner**

The charity's trustees consider that an audit is not required for this year (under section 43(2) of the Charities Act 1993 (the Act), as amended by s.145 of the Charities Act 2011) and that an independent examination is needed.

Having satisfied myself that the charity is not subject to audit under the company law and is eligible for independent examination, it is my responsibility to:

- Examine the accounts (under section 145 of the 2011 Act),
- To follow the procedures laid down in the General Directions given by the Charity Commission (under section 145(5)(b) Act), and
- To state whether particular matters have come to my attention.

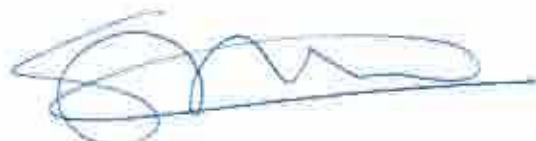
### **Basis of independent examiner's report**

My examination was carried out in accordance with General Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required by audit, and consequently no opinion is given as to whether the accounts present a "true and fair view" and the report is limited to those matters set out in the statement below.

### **Independent examiner's statement**

In the course of my examination, no matter has come to my attention:

- (1) which gives me reasonable cause to believe that in any material respect
  - the accounting records were not kept in accordance with section 130 of the Charities Act; or
  - the accounts did not accord with the accounting records; or
  - the accounts did 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.
- (2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Steven Baptiste  
Linden Accountants, Scrapstore House, 21 Sevier Street, St Werburghs, Bristol, BS2 9LB

Date: 27<sup>th</sup> June 2025.

**CONSERVATION OPTIMISM**  
**YEAR ENDED 31 DECEMBER 2024**  
**RECEIPTS AND PAYMENTS ACCOUNT**

	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £	Total Funds 2023 £ (Restated)
<b>RECEIPTS</b>				
Donations	-	-	-	-
Donations: In-Kind	114,484	-	114,484	-
Other Income	-	-	-	5
<b>TOTAL RECEIPTS</b>	<u>114,484</u>	<u>-</u>	<u>114,484</u>	<u>5</u>
<b>PAYMENTS</b>				
<u>Direct Costs</u>				
Bank charges	60	-	60	40
Business entertaining	852	-	852	-
Computer software and licences	3,607	-	3,607	-
Staff costs	95,149	-	95,149	5,179
Travel	12,244	-	12,244	-
Volunteer expenses	3,577	-	3,577	-
		-	-	-
<b>TOTAL PAYMENTS</b>	<u>115,488</u>	<u>-</u>	<u>115,488</u>	<u>5,219</u>
<b>NET RECEIPTS/(PAYMENTS)</b>	(1,004)	-	(1,004)	(5,214)
<b>Transfer between funds</b>	-	-	-	-
Cash funds 1st January 2024 (Restated)	4,834	-	4,834	10,048
<b>Cash funds 31st December 2024</b>	<u>3,830</u>	<u>-</u>	<u>3,830</u>	<u>4,834</u>

The in-kind donation detailed above is provided by the University of Oxford to offset the salaries of the charity Director, J Taylor, and Project Administrator, as well as other direct and administrative costs, which were paid for in full by the University of Oxford on behalf of Conservation Optimism and are not due to be reimbursed. This was agreed between the University of Oxford and Chair of Trustees, E.J. Milner-Gulland.

**CONSERVATION OPTIMISM**  
**YEAR ENDED 31 DECEMBER 2024**  
**STATEMENT OF ASSETS AND LIABILITIES**

	Unrestricted Funds £	Restricted Funds £	Total Funds 2024 £	Total Funds 2023 £ (Restated)
<b>Cash funds</b>				
Bank and cash balances	3,830	-	3,830	4,834
<b>Current assets</b>				
Debtors	-	-	-	-
<b>Current liabilities</b>				
Accruals	-	-	-	-

**ANALYSIS OF CASH FUNDS**

*For the year end 31 December 2024*

	Balance 1 January 2024	Receipts	Payments	Transfers	Balance 31 December 2024
<b>Unrestricted Funds</b>					
General fund	4,834	-	(1,004)	-	3,830
	4,834	-	(1,004)	-	3,830

*For the year end 31 December 2023 (Restated)*

	Balance 1 January 2023	Receipts	Payments	Transfers	Balance 31 December 2023
<b>Unrestricted Funds</b>					
General fund	10,048	-	(5,214)	-	4,834
	10,048	-	(5,214)	-	4,834

These financial statements were approved by trustees on 7th July 2025 and are signed on their behalf by:

  
 .....

E.J. Milner-Gulland, Chair of Trustees and Founder

**CONSERVATION OPTIMISM**

England & Wales - Charity number 1198033

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# Accounts

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## **TRUSTEES' ANNUAL REPORT (MAR-DEC 2023)**

**Charity name:** Conservation Optimism

**Registration number:** 1198033

**Address:**

The Garden Cottage, Park Corner, Nettlebed, Henley-on-Thames, RG96DR

**Trustees:**

- Dame Professor Eleanor Jane Milner-Gulland, MA PhD (Chair)
- Dr Caleb Ofori-Boateng (Trustee)
- Dr Michael Burgass (Trustee)
- Savita Willmott (Trustee)

**Activities and objectives:**

Conservation Optimism shares positive stories about conservation to inspire hope, highlight effective action, and support people to act for nature. Its charitable objectives are to enhance the awareness of the public of the conservation, protection and improvement of the physical and natural environment, primarily through increasing individual and collective knowledge and understanding of the environmental challenges the planet is currently facing through outreach, highlighting the ways that everyone can make a difference, and supporting conservationists and the public to feel hope and empowerment to conserve the physical and natural environment.

Conservation Optimism's main activities include the production and distribution of educational resources and training programmes relating to conservation and positive communication, online outreach about progress in conservation conducted via social media, blogs and podcasts, and the organisation of in-person events for conservationists and the general public including film festivals and summits. You can find more information about our activities at [www.conservationoptimism.org](http://www.conservationoptimism.org)



## **Structure and management:**

Conservation Optimism began in 2016 as an outreach programme founded by Dame Professor EJ Milner-Gulland at the University of Oxford. The first Conservation Optimism summit took place in 2017 and, following a groundswell of support on social media and in the conservation community, another summit took place in 2019. Conservation Optimism became a Registered Charity in England (1198033) in 2022.

Conservation Optimism has four Trustees, as well as a strategic advisory group. Apart from the first charity trustees, every trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees. In selecting individuals for appointment as charity trustees, the charity trustees must have regard to the skills, knowledge and experience needed for the effective administration of the CIO.

Day-to-day activities are undertaken by the Director and a part-time project assistant based at the University of Oxford, who coordinate and collaborate with over 20 volunteers worldwide. While the charity's main activities are based in the UK, three Conservation Optimism "hubs" have been established by volunteers in Ghana, India and Pakistan to carry out conservation-related outreach activities in those countries.

Conservation Optimism is currently still largely supported by the University of Oxford. This support includes hosting the contracts for a director and part-time project assistant.

## **Activities, achievements and performance:**

For more information about Conservation Optimism's activity, achievements and performance in 2023 and previous years, you can consult our annual reports on our website at the following link: <https://conservationoptimism.org/annual-reports/>



**Accounts for 1/3/2023 to 31/12/2023 approved by Trustees**

<b>Particulars</b>	<b>Debit (£)</b>	<b>Credit (£)</b>	<b>Balance (£)</b>
Opening balance			10,048.42
Interest on account		4.96	
Account charges	40		
Closing balance			10,013.38

Approved on behalf of the Board of Trustees by Mike Burgass - Treasurer

**CONSERVATION OPTIMISM**

England & Wales - Charity number 1198033

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# Accounts

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Day-to-day activities are undertaken by the Director and a part-time project assistant based at the University of Oxford, who coordinate and collaborate with over 30 volunteers worldwide. While the charity's main activities are based in the UK, three Conservation Optimism "hubs" have been established by volunteers in Ghana, Pakistan and India to carry out conservation-related outreach activities in those countries.

Conservation Optimism has received funding from the Whitley Fund for Nature and Synchronicity Earth, and is currently still largely supported by the University of Oxford. This support includes hosting the contracts for a director and part-time project assistant.

## **Activities, achievements and performance:**

For more information about Conservation Optimism's activity, achievements and performance in 2022 and previous years, you can consult our annual reports on our website at the following link: <https://conservationoptimism.org/annual-reports/>



CHARITY COMMISSION  
FOR ENGLAND AND WALES

Conservation Optimism CIO

Charity Number

1198033

## Receipts and payments accounts

CC16a

For the period  
from

01/04/2022

To

31/03/2023

### Section A Receipts and payments

	Unrestricted funds to the nearest £	Restricted funds to the nearest £	Endowment funds to the nearest £	Total funds to the nearest £	Last year to the nearest £
<b>A1 Receipts</b>					
Donations and Legacies	60	10,000	-	10,060	-
Other Income	3	-	-	3	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total (Gross income for AR)</b>	<b>63</b>	<b>10,000</b>	<b>-</b>	<b>10,063</b>	<b>-</b>
<b>A2 Asset and investment sales, (see table).</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total receipts</b>	<b>63</b>	<b>10,000</b>	<b>-</b>	<b>10,063</b>	<b>-</b>
<b>A3 Payments</b>					
Bank Charges	20	-	-	20	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>20</b>	<b>-</b>
<b>A4 Asset and investment purchases. (see table)</b>					
	-	-	-	-	-
	-	-	-	-	-
<b>Sub total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total payments</b>	<b>20</b>	<b>-</b>	<b>-</b>	<b>20</b>	<b>-</b>
<b>Net of receipts/(payments)</b>	<b>43</b>	<b>10,000</b>	<b>-</b>	<b>10,043</b>	<b>-</b>
A5 Transfers between funds	-	-	-	-	-
A6 Cash funds last year end	-	-	-	-	-
<b>Cash funds this year end</b>	<b>43</b>	<b>10,000</b>	<b>-</b>	<b>10,043</b>	<b>-</b>

## Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
<b>B1 Cash funds</b>	Cash at bank and in hand	43	10,000	-
		-	-	-
		-	-	-
	<b>Total cash funds</b>	<b>43</b>	<b>10,000</b>	<b>-</b>
	(agree balances with receipts and payments account(s))	OK	OK	OK
<b>B2 Other monetary assets</b>	<b>Details</b>	Unrestricted funds to nearest £	Restricted funds to nearest £	Endowment funds to nearest £
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
		-	-	-
<b>B3 Investment assets</b>	<b>Details</b>	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
<b>B4 Assets retained for the charity's own use</b>	<b>Details</b>	Fund to which asset belongs	Cost (optional)	Current value (optional)
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
			-	-
<b>B5 Liabilities</b>	<b>Details</b>	Fund to which liability relates	Amount due (optional)	When due (optional)
			-	
			-	
			-	
			-	
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	Date of approval	