

THE JANE GOODALL INSTITUTE (UK)

England & Wales · Charity number 327858

Details

Other names	ROOTS AND SHOOTS, THE JANE GOODALL INSTITUTE
Status	Registered
Legal form	Other
Registered	1988-07-11
Register	View on the Charity Commission register

Contact

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Activities

Objects: THE ADVANCEMENT OF EDUCATION FOR TH PUBLIC BENEFIT OF SUPPORTING STUDY OF AND RESEARCH INTO WILDLIFE AND INTO CONSERVATION OF WILDLIFE IN ANY PART OF THE WORLD AND THE DISSEMINATION TO THE PUBLIC OF THE RESULT OF SUCH STUDY AND RESEARCH.

Activities: Jane Goodall Institute promotes education & research of wildlife & conservation byScientific research of wild chimpanzees Sanctuaries for wild chimpanzees orphaned or illegally capturedJGI TACARE conserving habitats by helping local people develop means to meet food, health & education needs JGI Roots & Shoots helping young people make a better world for people, animals & the environment

Classification

- **How:** Makes Grants To Organisations, Provides Advocacy/advice/information, Sponsors Or Undertakes Research
- **What:** Education/training, Animals, Environment/conservation/heritage
- **Who:** Children/young People, Other Defined Groups, The General Public/mankind

Geography

- **Area of benefit:** ANY PART OF THE WORLD.
- Scotland
- United Arab Emirates
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£495,383	£472,897	-	-
2023-12-31	£553,254	£542,024	£647,791	3
2022-12-31	£762,378	£510,596	£636,561	5
2021-12-31	£594,365	£430,367	£384,779	4
2020-12-31	£316,454	£256,728	-	-

Trustees

Name	Role	Appointed
Gemma Hanham		2025-08-04
MARY LEWIS		
Rosemary Reed		2023-03-24

Accounts



Jane Goodall Institute
UK

Annual Report and Financial Statements

Year Ended 31 December 2024

Charity Number 327858

The Jane Goodall Institute (UK)
Report and financial statements
for the year ended 31 December 2024

Contents

Page:

3	Reference and administrative information
4	Trustees' annual report • Key achievements • Fundraising • Supported programmes: • Awareness Raising for Dr. Jane Goodall, DBE and the Jane Goodall Institute UK • Plans for Future Periods
17	Independent examiner's report
18	Statement of financial activities
19	Balance sheet
20	Statement of Cash Flows
22	Notes forming part of the financial statements

The Jane Goodall Institute (UK)
Reference and administrative information
for the year ended 31 December 2024

Trustees

The Trustees at the date of this report are given below. Where the Trustee has not served throughout the financial year the date of appointment has been given:

	Date of Appointment	Date of Resignation
Dr Jane Goodall DBE, Founder, the Jane Goodall Institute & UN Messenger of Peace		1 October 2025
Mary Lewis - Dr. Goodall's representative - Chair		
Dr Roger Wood	25 April 2022	
Rosemary Reed	24 March 2023	

Acting Chief Executive Officer

Mark Munnelly

Registered Charity Number

327858

Principal Office

Suite 2, M Shed, The Shipyard, Lymington, Hampshire SO41 3YL

Banker

National Westminster Bank Plc, 1 Princes Street, London, EC2R 8ZA

Independent Examiner

Price Bailey Chartered Accountants, Tennyson House, Cambridge Business Park, Cambridge, CB4 0WZ

The Jane Goodall Institute (UK)

Trustees' Annual Report for the Year Ended 31 December 2024

The Trustees are pleased to present their report together with the financial statements of The Jane Goodall Institute (UK) ("the Institute") for the year ended 31 December 2024.

Dr Jane Goodall, DBE and UN Messenger of Peace

Sadly, on the 1st October 2025, we lost our beloved Dr Jane Goodall. We remain focused on carrying out the work of Dr Jane Goodall since the charity was founded in 1988.

Dr Goodall is a world-renowned ethologist, ecologist and conservationist inspiring greater understanding of, and action on behalf of, the natural world.

Dr Goodall was best known for her ground-breaking studies of wild chimpanzees in Gombe Stream National Park, Tanzania, which forever changed our understanding of our relationship to the rest of the animal kingdom. Dr Goodall's work builds on scientific innovations, growing a lifetime of advocacy including trailblazing efforts through the Jane Goodall Institute which now has establishments in 25 countries, all advancing community-led conservation, animal welfare, conservation science, and youth empowerment. Dr Goodall continued to grow the next generation of compassionate changemakers through the "Jane Goodall's Roots & Shoots" environmental and humanitarian youth programme, now active and expanded into over 75 countries.

Throughout 2024, Jane continued to be a prominent advocate for wildlife conservation and environmental sustainability. She engaged in various initiatives through the Jane Goodall Institute, focusing predominantly on climate action, animal welfare, and community education. She also participated in many public speaking events, sharing her insights on conservation and the importance of protecting our planet. These ongoing efforts to inspire younger generations in becoming environmental stewards, remained a significant part of her work.

Many will know that in 2021 Dr Goodall was the recipient of the prestigious Templeton Prize which honours individuals whose exemplary achievements harness the power of the sciences to explore the deepest questions of the universe and humankind's place and purpose within it.

In 2022, Dr Goodall was humbled in being awarded the Stephen Hawking Medal for Science Communication at the sixth Starmus Festival, presented in London in November 2022. Dr Goodall was also thrilled to be named 'Queen of the Jungle' by the Oldie of the Year Awards celebrating the best of the older generation.

In 2023, Dr Goodall was further honoured in being made an Officer of the Order of Organe-Nassau.

Furthermore, in 2023 we saw the release of Reasons for Hope, which won the award for Best Screenwriter at the Northern Ontario Film Awards as well as receiving several award nominations, including best director, best original score for a short film, best sound design and best picture editing.

In January 2025, Dr Jane Goodall was awarded the Presidential Medal of Freedom by US President Joe Biden. This is a huge honour and is the highest civilian award of the United States and was created to recognise people who have made 'an especially meritorious contribution.

The Jane Goodall Institute (UK)

Trustees' Annual Report
for the Year Ended 31 December 2024

Structure, Governance And Management

Constitution and Governance

The Institute is a registered charity in England and Wales (Number 327858), an unincorporated association regulated by a declaration of trust dated 25 May 1988. Investment powers are limited to those available under charity legislation. The power of appointing new and additional Trustees is vested in the continuing Trustees.

The Institute is one of a network of international Jane Goodall Institutes ("JGIs") in 26 countries throughout Africa, the Americas, Asia and Europe - separate organisations working together to advance Dr Goodall's vision of a better future for people, other animals and the planet we share.

The Board of Trustees is the governing body of the organisation and has legal and financial responsibility for the charity. The Board determines strategic direction, with operational leadership of the charity delegated to the Interim Chief Executive Officer (CEO), Mark Munnelly.

The CEO leads the development and implementation of the Institute's long/medium-term strategy and annual business plans in accordance with the strategic direction and policy framework agreed by the Trustees.

Trustee induction, training, and remuneration

On recruitment new Trustees hold calls or meetings with key individuals in the organization and are directed towards the applicable Charity Commission guidance on their legal role and responsibilities. The trustees recognise the current need for additional trustees and plan to recruit new Trustees in line with identified skills needs, especially around legal advice, HR and marketing. Since we have lost our founding Trustee, Dr Goodall, we will be looking to add further replacements in order to provide a balanced decision-making process and to further enforce corporate governance. All Trustees give their time freely and no Trustee remuneration was paid in the year.

Risks and mitigations

Trustees have considered the major risks faced by the Charity and have examined key controls over financial and operational systems and other business risks which the Charity faces and confirms that systems are in place to mitigate the significant risks. The Trustees have identified income generation as being the principal risk facing the charity, compounded by the current UK cost of living crisis. There was a 2022-2025 Strategic Roadmap in place, however, this has now come to an end. During 2025 Rosemary Reed was provided an additional title of Strategic and Partnership Director and has been focused on putting in place a new road map for the charity to focus on. This will be based around corporate donations, holding auctions of high value donations like artwork and also expanding the range of merchandise which will be endorsed by high profile celebrities. The charity will continue with focusing on further strengthening the Institute's internal foundations; increasing income diversity; partnering with organisations who share the Charity's commitment to conservation and sustainability and by developing initiatives to raise awareness of the charity and its impact to new potential supporters and donors.

Principal Objectives

We refer to the guidance contained in the Charity Commission's guidance on public benefit when reviewing our aims and objectives and in planning our future activities. In particular, the Trustees consider how planned activities

The Jane Goodall Institute (UK)

Trustees' Annual Report for the Year Ended 31 December 2024

will contribute to the aims and objectives they have set and as agreed within the 2022-2024 Strategic Roadmap, which aims to take the charity on a new journey of growth and to increase focus/support for JGI projects in Africa.

The purpose of the Institute as specified in the Trust Deed is: "The advancement of education for the public benefit of supporting study of and research into wildlife and into conservation of wildlife in any part of the world and the dissemination to the public of the result of such study and research." The Institute supports the delivery of a range of programmes both directly and indirectly through grants made to other Jane Goodall Institutes in Africa, in particular to:

support community conservation projects delivered by other JGIs in Africa that protect wild chimpanzees and include the needs of local people and the environment – an approach we call 'Tacare'.

support JGI sanctuaries for orphan chimpanzees illegally taken from the wild - Chimp Eden in South Africa and the Tchimpounga Chimpanzee Rehabilitation Centre in the Republic of Congo

develop and empower compassionate young change makers of all ages in the UK and UAE through our free environmental and humanitarian programme, "Jane Goodall's Roots & Shoots"

raise awareness in the UK of issues such as wildlife trafficking and tackling the irresponsible portrayals of chimpanzees on social media

share news in the UK about the chimpanzee families and on-going JGI scientific research into wild chimps in Gombe National Park, Tanzania. This work was started by Dr Jane Goodall, DBE in 1960 and continues to this day as the longest running wild chimpanzee study in the world. Tanzania is now in its 65th year and we continue the ongoing research into the wild chimpanzees of Gombe.

Achievements And Performance

Key Achievements

The Interim CEO continued the work of streamlining the internal control and processing systems within the charity organisation in order to allow it to grow and expand alongside the small team already in place. This has been supported by the Trustees and the Trustees have really worked closely with the team to deliver several of the projects.

Throughout the year we started and continued with a range of exciting new initiatives (all proudly developed and designed in house) that have served to effectively relaunch the charity. Further detail is provided throughout this annual report but picking out some highlights:

a. Organisational Transformation

The charity underwent a complete UK transformation during the year:

A refreshed brand identity aligned with JGI Global.

Redesigned and relaunched websites for JGI UK and Roots & Shoots, increasing engagement by 145% year-on-year.

Strategic partnerships and enhanced donor experience through the Chimp Eden Guardianship Programme.

The Jane Goodall Institute (UK)

Trustees' Annual Report
for the Year Ended 31 December 2024

Streamlined internal operations and administration

Brought the JGI UK Roots & Shoots program to mass schools

b. Digital Growth

Social media audience increased from 4,000 to over 218,000 followers.

3.5 million monthly views across platforms achieved through creative content and community engagement.

Regular digital newsletters and the "JGI Hope Times" maintained engagement and transparency with supporters.

c. Education and Outreach

The Roots & Shoots E-Learning Platform was launched, offering:

Interactive modules for primary schools nationwide.

Teacher resources and student challenges aligned with national curriculum standards.

Community features connecting schools and youth groups.

Partnership with the Science Museum delivered immersive exhibitions and IMAX screenings, reaching thousands of students monthly.

The charity was offered to collaborate with Gregoire Moisson of Wilm Immersion on an innovative 360° Virtual Reality Experience, allowing young learners to explore Gombe Stream and connect emotionally with Dr. Jane Goodall's story.

d. Public Engagement and Media

Dr. Jane Goodall's appearances included:

Glastonbury Festival (Main Stage), reaching over 30,000 people live and millions via media coverage.

Features in YOU Magazine, Vogue, and an exclusive interview on ITV's Lorraine.

Keynote at SXSW Festival and events at The Ned, Soho House, and Earthfest.

National media coverage ensured continuous visibility for JGI UK's mission throughout the year.

e. Partnerships and Funding

All UK events were 100% externally funded through strategic partnerships.

Major supporters included DP World, The Lumineers, Fable & Mane, Omaze, and Fisker.

These collaborations expanded the charity's reach and secured long-term sustainability, allowing donor funds to directly support conservation and education programmes.

f. Ambassadors and Creative Innovation

The Jane Goodall Institute (UK)

Trustees' Annual Report for the Year Ended 31 December 2024

Ambassadors Akash Mehta and Kyle Thomas expanded youth engagement and conservation awareness through digital influence.

Launch of the Mr. Brainwash Art Collection (nine unique pieces) for merchandise and fundraising.

Continued development of creative media through Rosemary Reed's TED collaborations and advocacy campaigns such as Camp Beagle.

g. Educational Impact

Roots & Shoots activities reached over 800 schools nationwide, engaging thousands of students in hands-on environmental projects.

95% of participating teachers reported improved student engagement and awareness of environmental issues.

Ongoing DP World School Grants enabled schools in underserved communities to access educational programmes

The team at the Institute, whilst small in comparison to many other UK conservation/environmental charities, as always punches well above its weight in terms of the scope and impact of all activities. All members of the team are home based primarily in London, with a small administration office run by our Office Administrator in Lymington, Hampshire. Staff salaries are set in line with external benchmarks for those with wider sector knowledge and relevant experience.

The Board would like to thank our staff team for their continued dedication to the charity and all of our Chimp Guardians, our donors and our supporters for their on-going commitment and encouragement which is so greatly appreciated.

Fundraising

The Institute does not currently receive any government funding and relies on the kind generosity of individuals and companies to fund its work. The Institute's staff team seek support from individuals, companies and charitable trusts whenever possible, as it has been without any full-time fundraising team resource this year. As detailed on page 5 the Trustees have identified income generation – or lack of it - as potentially being the greatest risk the charity faces, compounded by the current UK cost of living crisis which as we all know has reduced existing and limited fresh contributions.

The charity understands it has a duty to protect the public, especially vulnerable people, from unreasonably intrusive or persistent fundraising approaches and undue pressure to donate. During the year the charity did not receive any complaints in relation to its fundraising practices. (In early 2023, the Institute was proud to register with the 'Fundraising Regulator', the independent regulator of charitable fundraising. Being registered means we are committed to its Fundraising Promise which outlines our ongoing commitment to donors and the public).

The new website has certainly provided a clearer journey and simpler experience, making gift-aid easier, and this has resulted in an overall increase in total donations but surprisingly not gift-aid specifically. We also feel that the expanded online presence across the social media channels, has contributed to this and this will be our big push into 2025 and through 2026. As previously noted, we do not have a specific staff member who is working on fundraising. During the year the charity received income from a range of sources:

The Jane Goodall Institute (UK)

Trustees' Annual Report for the Year Ended 31 December 2024

- Legacies: as always, we remain hugely grateful to all those who so kindly remember the Institute in their wills. In 2024, we were touched to have been left a legacy donation by Catherine Anderson Smith and William Day. These people have been key to the continuance of the charity here in the UK.
- Speaker donations: Dr Goodall DBE, carried out talks at Earth Day and this resulted in income amounting to \$30,000.
- Merchandise: In the previous year the charity sourced a new sustainable supplier (Teemill) to produce a range of tops and tote bags (using unique JGI designs) from organic cotton using renewable energy in a factory audited by them across a wide range of social and sustainability criteria. Each item is printed to order in the UK. All items are GM/animal-derived products free, not tested on animals and sent in non-plastic packaging. This income has remained consistent since 2022; however, we are looking to push this income stream further forward in 2024 and 2025 alongside an increasing range of new products. 2025 results are already hugely increased and this is a combination of new products and partnerships with artists like Mr Brainwash and also the sad loss of Dr Goodall.
- Chimp Guardian: For many years the Institute has encouraged its supporters to become Chimpanzee Guardians to support the work of the JGI Tchimpounga Chimpanzee Rehabilitation Centre in the Republic of Congo (see page 10) and this remains a priority for the charity.
- Corporate donations: during the year it was a pleasure to work with some new corporate partners who very generously donated towards our work, Matchroom & CitiBank.
- DP World: We are excited to announce that we have signed a funding agreement with DP World which will be included in the 2025 accounts. This will be used for the Roots & Shoots program and funding a e-learning program.

DP World are a global port, logistics, trade organisation headquartered in Dubai, with over 50,000 staff in 55 countries. DP World are committed to conservation and sustainability and have long term partnerships with a range of leading organisations including Tusk Trust, ZSL and United for Wildlife.

The Board is incredibly grateful for DP World's very generous support and is proud in working with this truly Global partner company.

Supported Programmes

The Institute supports the delivery of a range of programmes that are put in place directly and indirectly via grants to other Jane Goodall Institutes in Africa, so as to benefit people, animals and the environment in the UK, Africa and throughout the world as follows:

SUPPORTING COMMUNITY CONSERVATION AND JGI SANCTUARIES FOR ORPHAN CHIMPANZEES IN AFRICA

In recent years, the priority focus for the Institute had been on delivering our environmental and humanitarian programme for young people, known as "Jane Goodall's Roots & Shoots" in the UK as well as supporting the JGI Tchimpounga sanctuary through our Chimp Guardian programme. Other JGI projects in Africa were also supported financially, when and wherever possible, on an ad-hoc, case by case basis.

The Jane Goodall Institute (UK)

Trustees' Annual Report for the Year Ended 31 December 2024

We wanted to further increase the focus and support for JGI projects in Africa. And as such, as detailed in last year's report, Senegal and the Chimp Eden Sanctuary in South Africa were identified by the Board of Trustees as priority support areas to support in 2021 and beyond. In July 2022, the Institute expanded its support to also include a long-standing JGI project focused on supporting girls to stay on at schools across rural Uganda and this has continued throughout 2023. Across the year the Institute has shared news of all the projects it supports in Senegal, South Africa and Uganda with supporters via social media and its "Hope Times" newsletter.

Below are some details on the amazing projects ongoing in Africa:

Senegal: helping to protect the Critically Endangered Western chimpanzee in Senegal and reversing deforestation through community led initiatives.

- Our sister organisation 'Instituto Jane Goodall' (the Jane Goodall Institute Spain) operates with a local field team in the Kédougou region of south eastern Senegal and across the border, in northern Guinea using the Tacare community conservation approach developed by Dr Jane Goodall. Using cutting-edge technology and experienced Senegalese field assistants, the team based at the Dindéfélo Biological Station, non-invasively monitor the local chimpanzee population and their habitat in the Dindéfélo Community Nature Reserve.
- The collected data not only contributes to the scientific knowledge of the ecology, behaviour and culture of the Western chimpanzee but also helps guide the team and local authorities with their conservation planning so as to further protect these primates and their habitat, at all times mitigating negative interactions between humans and chimpanzees.

South Africa: supporting the JGI Chimp Eden sanctuary for rescued chimps

- Chimp Eden, run by the Jane Goodall Institute South Africa, provides a safe haven for rescued chimps across Africa. Whilst South Africa is not the chimpanzee natural habitat, this special sanctuary established in 2006 is home to chimpanzees rescued from all over the continent who have survived the bush meat trade, or been orphaned, sold in illegal pet markets, or used for entertainment in circuses, beach resorts and night clubs.
- The charity was self-sufficient and standalone prior to covid, which negatively impacted Chimp Eden's visitor income and despite numbers increasing in 2022, the income is still not back to where it needs to be. Therefore, we have necessarily been able to, and proudly continue to support this sanctuary.

Republic of Congo: the JGI Tchimpounga Chimpanzee Rehabilitation Centre

- For many years the Institute has proudly supported the Tchimpounga Chimpanzee Rehabilitation Centre run by the Jane Goodall Institute, Republic of Congo, via our Chimp Guardian programme which offers symbolic adoptions of four rescued chimps. As detailed on page 9, we are very proud to have re-launched the programme in 2022 to include new chimps and an enhanced range of benefits digitally delivered to reduce our impact on the environment.
- Often orphaned by the international commercial bushmeat and pet trades, these chimpanzees receive expert care and rehabilitation by Tchimpounga's staff and continue to be integrated into new chimpanzee families.

The Jane Goodall Institute (UK)

Trustees' Annual Report for the Year Ended 31 December 2024

- Tchimpounga is surrounded by 129,000 acres of dense rainforest and savannah. Founded in 1992 it is one of the largest chimpanzee sanctuaries in Africa having provided care to more than 200 individuals since it opened. Chimpanzees are cared for at a main sanctuary site, as well as three forested islands (Tchibebe, Tchindzoulou, and Ngombe) chosen for the natural protection these islands provide. The undisturbed forests of the islands provide a wealth of food and habitat to support healthy, secure living in a near-wild environment for the chimpanzees who are released there.
- No two chimpanzee stories at Tchimpounga are the same. Staff carefully assess and monitor the health of each individual, while also learning their patterns of behaviour and personality. Individual care plans are developed for each chimpanzee while supporting and ensuring their welfare as they are integrated into communities of other chimps, most of whom are unrelated to one another.

Uganda: reducing school drop-out rates for girls in rural areas

- In places like Uganda, girls that stay on a school and enter work, are less likely to marry young and more likely to have fewer children. Local school economies are boosted, pressure on natural resources is reduced. The outlook for everyone - communities, habitats and wildlife is improved.
- However, in 2019 Uganda's Ministry of Education stated that nearly 25% of girls between the ages of 12 and 18 drop out of school once they begin menstruating.
- Empowering girls in communities near chimpanzee habitats is such an amazing course and in 2022 we were so pleased to be able to start contributing towards the Jane Goodall Institute Uganda's long running project aimed at increasing school completion rates through the provision of underwear, sanitary pads and school supplies. A key part of the programme involves making reusable sanitary pads via in school training workshops held for girl pupils. In addition to learning how to make and use reusable pads, advice is also given on menstrual hygiene and reproductive health. After the workshop, participants are given books, geometric sets and pens to help support their studies.
- Since 2023 boys are now also being integrated into these activities in order to reduce the stigmatisation of girls during their period and to teach them how to support their sisters, friends, and classmates.

SUPPORTING THE GROWTH OF "JANE GOODALL'S ROOTS & SHOOTS" IN AFRICA

- "Jane Goodall's Roots & Shoots" is a worldwide movement across more than 65 countries empowering young people of all ages to deliver meaningful positive impact in their local communities to help make the world a better place for all – animals, people and the environment. Since 2023, the Roots & Shoots programme had more than 12,000 groups around the world involving more than one million people.

DEVELOPING COMPASSIONATE YOUNG CHANGE MAKERS IN THE UK THROUGH OUR FREE ENVIRONMENTAL AND HUMANITARIAN PROGRAMME, "JANE GOODALL'S ROOTS & SHOOTS"

Roots & Shoots is one of the Institute's core programmes which we directly deliver in the UK.

The Jane Goodall Institute (UK)

Trustees' Annual Report for the Year Ended 31 December 2024

This programme empowers young people of all ages (and an increasing number of adults) to become involved in hands on projects to benefit their local community, animals (including domestic animals) and the environment, leading them to become stronger, better informed global citizens.

In 2023, the Roots & Shoots team in the UK was restructured with a view to increasing staff resources to help the programme grow. Jasmina Georgovska (previous Executive Assistant for the Roots & Shoots Executive Director) was promoted to Schools Liaison Officer and Claire Quarendon's role as Office Administrator for the Jane Goodall Institute UK was changed and expanded to include administrative support for Roots & Shoots. Alongside this, increased investment into better, broader, marketing and promotion took place, including the development of a colourful, new guide to the Roots & Shoots programme which was issued electronically to potential new schools in the UK in November. It is very pleasing to see that this publication has been successful in encouraging a number of new school sign-ups in 2023 which continued in 2024 with lots of school visits happening in 2025.

Through participation in group activities at schools, colleges, universities and in the wider community, this programme also helps young people develop transferable skills that includes relationship building, teamwork, leadership, communication, planning and a number of life-skills such as respect, confidence and compassion. As a result, young people are more aware, better informed and more proactive in their influence on their environment through involvement with the programme.

New resources

The "Jane Goodall's Roots & Shoots" programme provides a wide range of free resources that can be downloaded from our website and then carried out either by individuals or as group activities within schools and other settings.

The Twinning Programme

A number of Roots & Shoots participating schools across the UK were selected to take part in the Twinning programme where schools share their projects, culture, ideas and resources with one another, across the Oceans and continents. Special attention and much effort is made to pairing respective schools to most effectively match these participants based upon age, circumstances, projects and locations.

Profile Raising

The charity has taken on external marketing and communication team to help build the profile, which the achievements recorded above show that this has been very successful.

Brand awareness will be a huge part of the future and so raising the Jane Goodall profile in 2024 was a key for growth; there will be an even bigger push into these areas and functions in 2025 with a number of key benchmarks being put in place to monitor success as an online presence and continuing to grow the charity's following, especially amongst the younger global community citizens.

The Jane Goodall Institute (UK)

Trustees' Annual Report
for the Year Ended 31 December 2024

Plans For Future Periods – 2025

In line with the Institute's strategic roadmap previously set out for 2022-2024, activity will be based around the following main areas for 2025/26 and will continue the vision of the late Dr Jane Goodall.

Strengthening the foundations for increased growth

- Further streamlining of internal processes
- Encouraging more team interaction now the charity is a fully "working from home" organisation
- Implementing new technology wherever possible including AI to further help co-ordinate the team and provide training and development as required
- Identifying and recruiting new trustees that can add to our existing strong group of trustees and bring new and their specific skills to the charity
- Working through and searching the old offices and storage unit for key documents and pieces of information, collectibles or data that need sharing with Global
- Further strengthening our online presence, especially making efforts to appeal to the younger audience through Instagram and other SM platforms
- Taking on highly relevant and exciting ambassadors who through their massive online followings can further spread the messages of hope through engagement
- "My Life, My Legacy" – a major event with Richard E. Grant at The Lyceum is due to take place in early 2026.
- Darwin200 collaboration (Oct 2025), connecting scientific heritage with modern conservation.
- Launch of "Jane Britannia", a large-scale ocean plastic sculpture (Jan 2026).
- Expansion of the National Schools Challenge to reach 40% more schools.
- Continued digital growth (targeting 30% social media increase) and enhanced volunteer engagement

Income Generation

- In 2025 the new DP World funding will begin which will enable us to roll out the Roots & Shoot, e-learning to schools. This school tour will be rolled out nationwide to all schools and will bring awareness of both Roots & Shoots but also the great causes it stands for. This will be targeted at primary schools in 2024 initially before continuing on with and into secondary schools by 2026.
- Increase the corporate sponsorship through the teams' connections and in particular monetising some of the trustees extended networks. As stated we would be looking to add further Trustees who will bring their own extended network that we hope to utilise in order to further raise donations, especially corporate donations.

The Jane Goodall Institute (UK)

Trustees' Annual Report for the Year Ended 31 December 2024

- Alongside increasing the profile of the Institute, we want to bring in more revenues through great partnerships with both individuals and corporations provided they share the same vision as us and we have been able to utilise her connections with them to allow us extended use of their facilities and they continue to be a great supporter of the charity. We will be showing them as a corporate sponsors in 2025 & 2026.

We will have lost the speaking revenue due to the loss of the late Dr Jane Goodall, however, we have some very influential and passionate Trustees so this might become a new revenue stream through them. We are set to see if the old agent will still be able to generate this type of revenue on the Charity brand alone yet.

Profile raising

- Increased online presence and increasing the following across all major social platforms
- Ongoing change and amendments to the primary website so as to in track the key metrics of the website including the nature of traffic flows, average stay time and unique visitors
- Producing a video production of the Roots & Shoot program at a single school and then through its use looking to build the awareness of this available programme for the UK.
- Reach out to more corporate companies and larger colleges in order to secure more speaking events subject to Dr Goodall's health and availability.
- Recruit new, high-profile Ambassadors for the Institute, that share our values so as to help the charity engage with expanded, new audiences
- We will be looking to register the charity in Scotland and Ireland as we have several contracts and relationships in both parts of the UK and would like to for that with their chairty commission.

Supporting community conservation and JGI sanctuaries for orphan chimpanzees in Africa

- Continue to supply financial grants (subject to income) for JGI community conservation projects supporting animals, people and the environment in Senegal, South Africa and Uganda.
- Continuing to support the Tchimpounga Chimpanzee Sanctuary in the Republic of Congo through donations, sponsorships and government funding initiatives
- Raising awareness in the UK of issues such wildlife trafficking and sharing news about the chimpanzee families and on-going JGI scientific research into wild chimps in Gombe which is now in its 65th year.
- Continue to share news across the year with supporters and the wider public about research activities in Gombe, via all available channels to us
- Celebrate two very special days linked to Dr Goodall's work and role as a UN Messenger of Peace – World Chimpanzee Day (July 14) and World Peace Day (September 21), with extra special focus on engaging our Roots & Shoots members in the UK.
- Supporting JGI global campaigns relating to animal welfare, conservation and environmental protection, including Forever Wild.
- Join the Climate Coalition, the UK's largest group of people dedicated to action against climate change.

The Jane Goodall Institute (UK)

Trustees' Annual Report
for the Year Ended 31 December 2024

FINANCIAL REVIEW

Overall there has been a decrease of income, with £495,383 verses £553,254 in 2023. This is mostly to do with a decrease in funding from DP World as 2023 was the final year of the £250,000 monies received. We have however been able to agree a new deal with DP World and this resulted in £150,000 being agreed at the end of 2024, with further funding of £75,000 agreed for 2026 and 2027. During the year, the late Dr Goodall spent a considerable amount of time outside of the UK and therefore the UK struggled to agree times for speaking events which would have resulted in additional income. The legacy monies received have hugley helped the charity continue its work and we are forever grateful for these kind donations.

We have really focused on building the brand in the UK in order to have a big push in 2025 & 2026 for further income and this has seen a huge increase in our social media presence and we will be monitising this in 2025 & 2026.

The charity has continued to spend the majority of income on the charitable activites with £419,493 (85%) paid in 2024 verses £478,794 (86%) in 2023.

The Institute continues to closely monitor expenditure and to minimise costs incurred other than those directly related to charitable activities.

Overall expenditure totalled £472,897 (2023 - £542,024), resulting in a surplus for the year of £22,486 (2023 – £11,230)

The accumulated funds at 31 December 2024 amount to £670,227 (2023 - £647,791)

Reserves policy

It is the policy of the Institute to hold unrestricted funds, its free reserves, equivalent to between six- and twelve-month's unrestricted expenditure, so as to provide only such funds as are necessary to cover management and administration costs, both planned and unforeseen, and to cover project costs.

At the balance sheet date, the Institute held unrestricted funds of £615,376 (2023: £643,535).

Trustees' responsibilities in relation to the financial statements

Law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the charity's financial activities during the year and of its financial position at the end of the year. In preparing those financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable accounting standards and statements of recommended practice have been followed subject to any departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

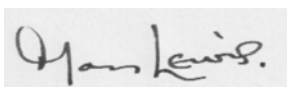
The Trustees are responsible for keeping accounting records which disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Jane Goodall Institute (UK)

Trustees' Annual Report
for the Year Ended 31 December 2024

This report has been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (issued in October 2019).

The annual report on pages 4 to 15 was approved by the trustees, as a body, and signed on their behalf by:

A handwritten signature in black ink, appearing to read 'Mary Lewis', on a light grey rectangular background.

Mary Lewis
Trustee

Date: 11/11/2025

The Jane Goodall Institute (UK)
Independent examiner's report
To the Trustees of The Jane Goodall Institute (UK)

I report to the trustees on my examination of the accounts of The Jane Goodall Institute (UK) ("the Institute") for the year ended 31 December 2024, which are set out on pages 18 to 33.

This report is made solely to the charity trustees, as a body, in accordance with Regulation 31 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the charity's trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity's trustees as a body, for my work, for this report, or for the statement I have made.

Responsibilities and basis of report

As the charity trustees of the Institute, 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 Institute's accounts carried out under section 145 of the 2011 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

Since the Institute's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the list bodies. 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:

- 1 accounting records were not kept in respect of the Institute 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; or
- 4 the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102).

I have no concerns and 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.

Suzanne Goldsmith FCA



Date:

12 November 2025

Tennyson House
Cambridge Business Park
Cambridge
CB4 0WZ

The Jane Goodall Institute (UK)
Statement of Financial Activities
for the year ended 31 December 2024

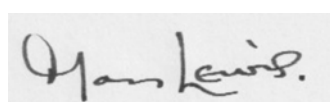
	Notes	Unrestricted funds £	Restricted funds £	Total 2024 £	Unrestricted funds £	Restricted funds £	Total 2023 £
Income from:							
Donations and legacies	2	229,243	68,982	298,225	234,043	59,802	293,845
Charitable Activities	3	7,089	180,772	187,861	125,000	125,000	250,000
Other trading activities	4	800	-	800	2,526	-	2,526
Investments		8,497	-	8,497	6,883	-	6,883
Total income		245,629	249,754	495,383	368,452	184,802	553,254
Expenditure on:							
Raising funds	6	32,360	21,044	53,404	57,640	5,590	63,230
Charitable activities	7	241,429	178,065	419,493	279,966	198,828	478,794
Total expenditure		273,789	199,109	472,897	337,606	204,418	542,024
Net Income/(Expenditure)		(28,159)	50,645	22,486	30,846	(19,616)	11,230
Transfers between funds		-	-	-	-	-	-
Net movement in funds for the year		(28,159)	50,645	22,486	30,846	(19,616)	11,230
Reconciliation of funds							
Total funds brought forward		643,535	4,256	647,791	612,689	23,872	636,561
Total funds carried forward		615,376	54,901	670,277	643,535	4,256	647,791

The notes on pages 21 to 33 form part of these financial statements.

The Jane Goodall Institute (UK)
Balance sheet
at 31 December 2024

Charity number 327858	Note	2024	2024	2023	2023
		£	£	£	£
Fixed assets					
Tangible assets	12		364		1,565
Current assets					
Stock	13	4,211		7,144	
Debtors	14	153,993		9,941	
Cash at bank and in hand		529,420		678,746	
		687,624		695,831	
Creditors: amounts falling due within one year	15	17,711		49,605	
Net current assets			669,913		646,226
Net assets			670,277		647,791
Funds					
Restricted funds	16		54,901		4,256
Unrestricted funds			615,376		643,535
Total funds carried forward			670,277		647,791

The financial statements on pages 21 to 33 were approved by the Trustees, as a body, and signed on their behalf by:



Mary Lewis
Trustee

Date: 11/11/2025

The notes on pages 21 to 33 form part of these financial statements.

The Jane Goodall Institute (UK)
Statement of Cash Flows
For the year ended 31 December 2024

	Notes	2024 (£)	2023 (£)
Cash flow from operating activities			
Net cash flow from operating activities (see below)		(157,823)	18,222
Cash flow from investing activities			
Dividends, interest and rents from investments		8,497	6,883
Purchase of tangible assets	12	-	(589)
Change in cash and cash equivalents in the year		(149,326)	24,516
Cash and cash equivalents brought forward		678,746	654,230
Cash and cash equivalents carried forward		529,420	678,746
		2024 (£)	2023 (£)
Reconciliation of net movement in funds to net cash flow from operating activities			
Net income for the year as per Statement of Financial Activities		22,486	11,230
Adjustment for:			
Depreciation charges	12	1,201	2,043
Dividends, interest and rents from investments		(8,497)	(6,883)
(Increase)/decrease in stock	13	2,933	4,098
(Increase)/decrease in debtors	14	(144,052)	196
Increase/(decrease) in creditors	15	(31,894)	7,538
Net cash used in operating activities		(157,823)	18,222
Analysis of changes in net debt			
	At 1 Jan 2024	Cashflows	At 31 Dec 2024
Cash and cash equivalents			
Cash	678,746	(149,326)	529,420
Borrowings			
Debt due within one year	(10,130)	-	(10,130)
Total	668,616	(149,326)	519,290

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2024

1 Accounting policies

The principal accounting policies are set out below. The accounting policies have been adopted consistently throughout the year.

Basis of accounting

The financial statements have been prepared under the historical cost convention.

The reporting currency of the charity is £ and the accounts have been rounded to the nearest whole £.

The financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) effective 1 January 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

The financial statements have been prepared to give us a “true and fair” view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a “true and fair view”. This departure has involved following Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from April 2005 which has since been withdrawn”.

The trust constitutes a public benefit entity as defined by FRS 102.

Going concern

In line with similar organisations, the charity relies on securing funding each year to meet its charitable expenditure. The Trustees have considered cash flow requirements for the period to the end of 2026 and believe the charity can meet its commitments for this period. Accordingly, the Trustees consider it appropriate to prepare the accounts on the going concern basis.

Funds employed

All funds employed must be expended in furtherance of the charitable objects of the Institute.

Unrestricted funds are funds which the Trustees are free to use for any purpose in the furtherance of the Charitable Objectives.

Restricted funds may only be used for the particular purpose where this is specified by the donors or when funds are raised for a particular purpose.

Designated funds represent amounts set aside by the Trustees for a particular purpose. They form part of the charity's unrestricted funds and may be reallocated.

The nature and purpose of each of the funds are set out in note 16.

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2024 (*continued*)

Income

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received, and the amount of income receivable can be measured reliably.

Donations are typically recognised when received, being the point at which the three criteria for income recognition above are met. Income from grants is recognised when there is evidence of entitlement, receipt is probable and its amount can be measured reliably, unless it relates to a specific future period, in which case it is deferred.

In the event that a donation or grant is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity, and it is probable that those conditions will be fulfilled in the reporting period.

Legacy gifts are recognised on a case-by-case basis following the granting of probate when the administrator/executor for the estate has communicated in writing both the amount and settlement date. In the event that the gift is in the form of an asset other than cash, or a financial asset traded on a recognised stock exchange, recognition is subject to the value of the gift being reliably measurable with a degree of reasonable accuracy and the title to the asset having been transferred to the charity.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

Expenditure recognition

Expenditure is included on an accruals basis. Liabilities are recognised as soon as there is a legal or constructive obligation committing the Charity to that expenditure, it is probable that settlement will be required, and the amount of the obligation can be measured reliably.

Irrecoverable VAT is treated as part of the expense to which it relates.

Grants payable are charged in the year when the offer is conveyed to the recipient except in those cases where the offer is conditional, such grants being recognised when the conditions attached are fulfilled. Grants offered subject to conditions which have not been met at the year-end are noted as a commitment but not accrued as expenditure.

Support costs comprise management and administration costs for the running of the charity.

The rental charges of operating leases are taken to the Statement of Financial Activities as incurred.

Allocation of support and governance costs

Support costs and governance costs have been allocated between fundraising and charitable activities. Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice (these costs include costs related to the independent examiner and legal fees).

The Trustees have reviewed and updated in comparison to previous years, cost allocations for 2024 and used the following bases to allocate costs between Fundraising and Charitable Activities as follows:

- *Staff costs* – all allocated to charity activity as there was no dedicated fund raiser on the payroll this year
- *Office and administration costs* – 42.1% Fund Raising and 57.9% Charitable Activities
- *Rent* – 100% Charitable Activities
- *Insurance* – 100% Charitable Activities
- *Governance costs* – 100% Charitable Activities

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2024 (*continued*)

Charitable activities

Costs of charitable activities include grants made, direct costs of delivering projects and an apportionment of support and governance costs.

Fixed assets

Fixed assets are included in the balance sheet at their cost to the Institute until fully depreciated, when they are written off. Assets costing less than £50 are not capitalised. Depreciation is provided on a straight-line basis, over a period estimated to write off each asset over the term of its useful life.

- Computer Equipment - 3 years
- Office Equipment - 5 years
- Website - 3 years

Stock

Stock, which represents books and merchandise, is valued at the lower of cost and net realisable value.

Foreign currency

Foreign currency transactions of the Institute are translated at the rates ruling when they occurred. Foreign currency monetary assets and liabilities are translated at the rates ruling at the balance sheet dates. Any differences are taken to the profit and loss account.

Pensions

Contributions to the Institute's defined contribution pension scheme are dealt with in the Statement of Financial Activities in the year in which they become payable. The assets of the scheme are held separately from those of the Institute in an independently administered fund.

Leased assets

Office rent is charged to the profit and loss account on a straight-line basis over the term of the lease.

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2024 (continued)

2 Income from donations and legacies

	Unrestricted funds £	Restricted funds £	2024 £	2023 £
Membership subscriptions	-	-	-	-
Legacies	151,958	-	151,958	35,042
Donations	45,008	63,872	108,880	224,169
Donations in lieu of Speaker Income	27,058	-	27,058	27,651
Guardianship programme	2,815	5,055	7,870	4,162
The Peak Society	-	-	-	500
Gift Aid	2,404	55	2,459	2,321
Total	229,243	68,982	298,225	293,845

3 Income from charitable activities

	Unrestricted funds £	Restricted funds £	2024 £	2023 £
Provision of services	7,089	180,772	187,861	250,000
Total	7,089	180,772	187,861	250,000

4 Income from other trading activities

	Unrestricted funds £	Restricted funds £	2024 £	2023 £
Presentations and events	-	-	-	-
Proceeds of sale of books and merchandise	800	-	800	2,526
Total	800	-	800	2,526

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2024 (continued)

5 Support costs

The breakdown support costs of the charity and how these were allocated between fund raising and charitable activities is shown below.

These costs have been apportioned across the work of the charity on the basis disclosed in note 1 and allocated to each of the charity's activities as set out in note 7b:

	Raising Funds	Charitable Activities	Total	Raising Funds	Charitable Activities	Total
			2024			2023
Support Cost Allocation	£	£	£	£	£	£
Staff costs	-	30,466	30,466	23,573	82,820	106,393
Office and administration	47,650	72,585	120,235	3,229	12,019	15,248
Rent	-	9,980	9,980	1,674	5,882	7,556
Insurance	-	5,735	5,735	610	2,142	2,752
Governance costs	-	215	215	-	2,000	2,000
Total	47,650	118,981	166,631	29,086	104,863	133,949

6 Expenditure on raising funds

	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	£	£	2024	£	£	2023
			£			£
Direct Fundraising Costs						
Direct Staff Costs	-	-	-	26,293	-	26,293
Purchases of books and merchandise for resale	5,377	-	5,377	4,098	-	4,098
Presentations and events	50	-	50	1,053	-	1,053
Other fundraising costs	323	4	327	2,697	3	2,700
Support cost allocation (note 5)	26,610	21,040	47,650	23,499	5,587	29,086
Total	32,360	21,044	53,404	57,640	5,590	63,230

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2024 (continued)

7a Expenditure on charitable activities						
	Unrestricted Funds £	Restricted Funds £	2024 £	Unrestricted Funds £	Restricted Funds £	2023 £
Direct Costs						
Direct Staff Costs	-	69,480	69,480	47,071	59,399	106,470
Direct Activities Undertaken	106,312	92,095	198,407	77,733	27,399	105,132
Direct support Costs	2,754		2,754	15,306	30	15,336
Grant Funding of Activities	20,757	9,114	29,871	34,993	112,000	146,993
Support Costs allocation (See note 5)	111,605	7,376	118,981	104,863	-	104,863
Total	241,429	178,065	419,493	279,966	198,828	478,794

7b Expenditure on charitable activities – By Programme

The charitable activities of the organization include:

- **Africa Community Conservation & Chimp Sanctuaries:** supporting community conservation projects delivered by other JGIs in Africa and supporting JGI sanctuaries in Africa for orphan chimpanzees illegally taken from the wild
- **Roots & Shoots UK & UAE:** delivering the environmental and humanitarian educational programme for young people in the UK and the UAE
- **Awareness & Policy Activity in the UK:** raising awareness in the UK of issues such wildlife trafficking and sharing news about the chimpanzee families and on-going JGI scientific research into wild chimps in Gombe.
- **Roots & Shoots International Growth** - the Institute received £125,000 in 2023 of restricted funding in 2021 from DP World, of which £68,750 was donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit. As per the Agreement with DP World, £25,000 was restricted to Roots & Shoots projects in Africa, £25,000 restricted to Roots & Shoots projects around the world (excluding the UAE and Africa) and £18,750 to cover the resource costs of managing this programme.

	Unrestricted funds £	Restricted funds £	2024 £	Unrestricted Funds £	Restricted Funds £	2023 £
Africa Community Conservation & Chimp Sanctuaries						
Grant Funding of Activities	20,757	9,114	29,871	34,993	43,250	78,243
Direct Staff Costs	-	-	-	3,724	-	3,724
Direct Support Costs	-	-	-	-	30	30
Allocated Support Costs	-	-	-	8,879	-	8,879
Total	20,757	9,114	29,871	47,596	43,280	90,876
Roots & Shoots UK & UAE						
Direct Staff Costs	-	69,480	69,480	33,427	59,399	92,826
Direct Activities Undertaken	106,312	92,095	198,407	77,898	-	77,898
Direct Support Costs	2,754	-	2,754	15,306	-	15,306
Grant Funding of Activities	-	-	-	-	-	-
Allocated Support Costs	111,605	7,376	118,981	54,198	-	54,198
Total	220,671	168,951	389,622	180,829	59,399	240,228

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2024 (continued)

	Unrestricted funds £	Restricted funds £	2024 £	Unrestricted Funds £	Restricted Funds £	2023 £
Roots & Shoots International Growth*						
Grant Funding of Activities	-	-	-	-	68,750	68,750
Activities undertaken directly	-	-	-	424	27,399	27,823
Allocated support costs	-	-	-	7,835	-	7,835
Total	-	-	-	8,259	96,149	104,408

Roots & Shoots International Growth

Grant Funding of Activities	£50,000
Direct staff costs	£18,750

The Institute received £125,000 of restricted funding in 2023 from DP World, of which £68,750 was donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit. As per the Agreement with DP World, £25,000 was restricted to Roots & Shoots projects in Africa, £25,000 restricted to Roots & Shoots projects around the world (excluding the UAE and Africa) and £18,750 to cover the resource costs of managing this programme.

Awareness & Policy Activity in the UK

Direct Staff Costs	-	-	-	9,921	-	9,921
Allocated Support Costs	-	-	-	33,951	-	33,951
Total	-	-	-	43,872	-	43,872
Total	-	-	-	280,556	198,828	479,384

Grants to Organisations	Unrestricted funds £	Restricted funds £	2024 £	Unrestricted Funds £	Restricted Funds £	2023 £
JGI Chimp Eden	17,186	9,114	26,300	1,000	26,250	27,250
JGI Senegal	-	-	-	30,000	-	30,000
JGI Uganda	-	-	-	3,993	-	3,993
JGI Burundi	-	-	-	-	-	-
JGI Global	-	-	-	-	68,750	68,750
JGI Tchimpounga	3,571	-	3,571	-	17,000	17,000
Total	20,757	9,114	29,871	34,993	112,000	146,993

8 Net income for the year

	2024 £	2023 £
This is stated after charging:		
Independent examiner's fee	3,000	2,938
Depreciation	1,201	2,043

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2024 (continued)

9 Staff costs

	2024	2023
	£	£
Wages and salaries	92,895	208,588
National insurance costs	4,525	17,963
Pension costs	2,525	8,757
Total	99,945	235,308

The average number of employees during the year was 3 (2023 – 5).

Full time Equivalent Employees	2024	2023
Full time Employees	2	4.0
Part-time Employees	0.8	0.8
Total FTE Employees	2.8	4.8

Key Management Personnel

The Trustees consider the CEO as comprising the key management personnel of the charity and the acting CEO (paid on a consultancy basis).

The fee for the interim CEO was billed via a Limited company and amounted to £32,400 (2023: £4,800).

10 Trustee remuneration and expenses

None of the Trustees, nor any persons connected with them, received any remuneration during the year from the Institute (2023 - £Nil). The charity insurance policy for 2024 and 2023 included Trustee Indemnity Insurance. The cost of the Trustee Indemnity Insurance element of the policy is not separately identifiable.

During the year one Trustee received reimbursement of expenses of £26,610 (£Nil – 2023) for travel, accommodation, subsistence, telephone expenses and insurance.

11 Taxation

The charity is exempt from direct tax on its charitable activities.

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2024 (*continued*)

12 Tangible fixed assets

	Website	Office equipment £	Computer equipment £	Total £
<i>Cost</i>				
At 1 January 2024	1,200	7,336	330	8,866
Additions	-	-	-	-
At 31 st December 2024	1,200	7,336	330	8,866
<i>Depreciation</i>				
At 1 January 2024	1,053	6,045	203	7,301
	147	988	66	1,201
Provided during year				
At 31 December 2024	1,200	7,033	269	8,502
<i>Net book value</i>				
At 1 January 2024	147	1,291	127	1,565
At 31 December 2024	-	303	61	364

13 Stock

	2024 £	2023 £
Books	3,799	5,845
Merchandise	412	1,299
Total	4,211	7,144

14 Debtors

	2024 £	2023 £
Prepayments	3,993	9,941
Accrued income	150,000	-
Total	153,993	9,941

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2024 (continued)

15

Creditors: amounts falling due within one year

	2024	2023
	£	£
Trade creditors	2,582	27,642
Trustee loan	10,130	10,130
Accruals	3,000	4,200
Taxation and social security	1,426	5,384
Pension creditor	386	2,025
Other creditors	187	224
Total	17,711	49,605

16 Restricted funds

	Balance at 01/01/2024	Income	Expenditure	Balance at 31/12/2024
	£	£	£	£
Roots & Shoots UK	-	206,827	(165,168)	41,659
Roots & Shoots UAE	149	30,772	(23,309)	7,612
Tchimpounga	3,318	5,055	-	8,373
Senegal	73	-	-	73
Chimp Eden	716	7,100	(9,114)	(1,298)
Restricted JGI UK	-	-	(1,518)	(1,518)
Total	4,256	249,754	(199,109)	54,901
Restricted funds - prior year	Balance at 01/01/2023	Income	Expenditure	Balance at 31/12/2023
	£	£	£	£
Roots & Shoots UK	148	20,226	(20,374)	-
Roots & Shoots UAE	10,391	34,375	(44,617)	149
Tchimpounga	5,756	14,576	(17,014)	3,318
Senegal	73	-	-	73
Chimp Eden	1,980	25,000	(26,264)	716
Restricted JGI UK	5,524	21,875	(27,399)	-
JGI Global DP World	-	68,750	(68,750)	-
Total	23,872	184,802	(204,418)	4,256

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2024 (*continued*)

Restricted Funds Description

Roots & Shoots UK

Funds restricted by donors to support deliver of Roots & Shoots, our free environmental and humanitarian programme for young people, in the UK.

Roots & Shoots UAE

Funds restricted by donors to support deliver of Roots & Shoots, our free environmental and humanitarian programme for young people, in the UAE.

Tchimpounga

For many years the Institute has proudly supported the Tchimpounga Chimpanzee Rehabilitation Centre run by *the Jane Goodall Institute, Republic of Congo*, via our Chimp Guardian programme which offers symbolic adoptions of rescued chimps. 80% of Chimp Guardian income is donated to Tchimpounga to contribute towards providing food, medicine, enrichment and care for chimps at the centre and 20% contributes towards our costs in running and promoting the programme in the UK.

Senegal

Funds restricted for Senegal are to support the protection of the critically endangered Western chimpanzee and reversing deforestation through community led initiatives. Funds are donated to our sister organisation '*Instituto Jane Goodall*' (*the Jane Goodall Institute Spain*) which operates with a local field team in the Kédougou region of southeastern Senegal and across the border, in northern Guinea using the Tacare community conservation approach developed by Dr Jane Goodall.

Chimp Eden

Funds restricted for Chimp Eden, are to support the Chimp Eden sanctuary in South Africa. Funds are donated to the *Jane Goodall Institute South Africa* which runs the sanctuary providing a safe haven for rescued chimps from across Africa. Established in 2006, this very special sanctuary is home to chimpanzees rescued from across Africa who have survived the bushmeat trade, been orphaned, sold in illegal pet markets, or used as entertainment in circuses, beach resorts and night clubs.

Restricted JGI UK

Funds donated by DP World and restricted to support delivery of the DP World agreement.

JGI Global DP World

In previous years The Institute had developed an agreement with DP World that shares income from its funding with other JGIs around the world - as such from the first-year funding payment, £25,000 was restricted to Roots & Shoots projects in Africa and another £25,000 restricted to Roots & Shoots projects around the world (excluding the UAE and Africa). This £50,000 expenditure was held in the 'JGI Global' restricted fund prior to being donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit, to distribute to Roots & Shoots projects around the globe. As per the Agreement with DP World, a further £18,750 was donated to the Jane Goodall Institute Global to cover the resource costs of managing the Roots & Shoots international growth programme. Please note that this agreement ended in 2023 and there was no funding received from DP World, however, we are delighted to confirm that we have been able to agree a new funding program for the Roots & Shoots School Tour which starts in 2025.

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2024 (continued)

17 Analysis of net assets between funds

	Unrestricted	Senegal	Congo	Roots & Shoots UK	Roots & Shoots UAE	Chimp Eden	Rest JGI	JGI Global DP World	Total Restricted	Total 2024
	£	£	£	£	£	£	£	£	£	£
Fixed Assets	364	-	-	-	-	-	-	-	-	364
Cash at bank	635,285	(35)	5,537	(27,207)	(100,079)	(2,406)	(25,424)	43,749	(105,865)	529,420
Other current assets	8,204	-	-	149,891	109	-	-	-	150,000	158,204
Creditors falling due within one year	(28,477)	108	2,836	(81,025)	107,582	1,108	23,906	(43,749)	10,766	(17,711)
Total net assets at 31 December 2024	615,376	73	8,373	41,659	7,612	(1,298)	(1,518)	-	54,901	670,277

Analysis of net assets between funds

	Unrestricted	Senegal	Congo	Roots & Shoots UK	Roots & Shoots UAE	Chimp Eden	Rest JGI	JGI Global DP World	Total Restricted	Total 2023
	£	£	£	£	£	£	£	£	£	£
Fixed Assets	1,565	-	-	-	-	-	-	-	-	1,565
Cash at bank	665,439	(35)	2,976	1,324	2,018	(393)	7,417	-	13,307	678,746
Other current assets	14,982	108	342	362	182	1,109	-	-	2,103	17,085
Creditors falling due within one year	(38,451)	-	-	(1,686)	(2,051)	-	(7,417)	-	(11,154)	(49,605)
Total net assets at 31 December 2023	643,535	73	3,318	-	149	716	-	-	4,256	647,791

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2024 (continued)

18 Financial commitments

As at 31 December 2024, the charity had total annual commitments under non-cancellable property leases as set out below:

	2024 £	2023 £
Not later than one year	5,998	6,666
Within two to five years	-	4,068
	<u>5,998</u>	<u>10,734</u>

19 Related party transactions

For many years, the Institute has offered a number of books, written by Dr Jane Goodall, for sale as a way of raising revenue for the charity and to also advance education and increase awareness of conservation issues. The books are purchased at a discounted rate (usually 50%) directly from the publisher and so any royalty benefit to Dr Goodall is likely to be small. The trustees consider that the purchase of these books and their sale is in the best interests of the charity and is permissible under the Charities Act. In 2024, the cost of books written by Dr Jane Goodall that were purchased by the Institute was £nil (2023: £nil).

The Trustee loan, included within 'Creditors: amounts falling due within one year' of £10,130 (2023: £10,130) is unsecured, interest free and repayable by agreement between The Jane Goodall Institute (UK) and the Trustee.

Dr Jane Goodall was a Trustee of JGI USA and Mary Lewis receives remuneration as a consultant for JGI USA. In 2024, the Institute donated £3,571 (2023: £77,000) to the JGI Tchimpounga sanctuary via JGI USA which handles income generation for the sanctuary. During 2024 no funds (2023: £3,993) were donated to the Jane Goodall Institute Uganda via JGI USA which handles income generation for the JGI Uganda office.

Trustees made donations of £5,050 in 2024 and £6,247 in 2023.

During the year, the charity purchased website design, digital marketing, marketing campaign management building an education platform and social media management totaling £177,807 (2023: £13,200) from Adventure Cap Ltd of which the director is the daughter of Rosemary Reed (Trustee). At the end of the year there were nil amounts outstanding (2023: £nil). The education platform was a one-off piece of work amounting to £79,200 (including VAT) which was funded directly from DP World contract.

Accounts



Jane Goodall Institute
UK

Annual Report and Financial Statements

Year Ended 31 December 2023

Charity Number 327858

The Jane Goodall Institute (UK)
Report and financial statements
for the year ended 31 December 2023

Contents

Page:

3	Reference and administrative information
4	Trustees' annual report • Key achievements • Fundraising • Supported programmes: • Awareness Raising for Dr. Jane Goodall, DBE and the Jane Goodall Institute UK • Plans for Future Periods
15	Independent examiner's report
16	Statement of financial activities
17	Balance sheet
18	Statement of Cash Flows
19	Notes forming part of the financial statements

The Jane Goodall Institute (UK)
Reference and administrative information
for the year ended 31 December 2023

Trustees

The Trustees at the date of this report are given below. Where the Trustee has not served throughout the financial year the date of appointment has been given:

	Date of Appointment	Date of Resignation
Dr Jane Goodall DBE, Founder, the Jane Goodall Institute & UN Messenger of Peace		
Mary Lewis - Dr. Goodall's representative - Chair		
Dr Roger Wood		
Rosemary Reed	24 March 2023	

Acting Chief Executive Officer

Mark Munnelly

Registered Charity Number

327858

Principal Office

Suite 2, M Shed, The Shipyard, Lymington, Hampshire SO41 3YL

Banker

National Westminster Bank Plc, 1 Princes Street, London, EC2R 8ZA

Independent Examiner

Price Bailey Chartered Accountants, Tennyson House, Cambridge Business Park, Cambridge, CB4 0WZ

The Jane Goodall Institute (UK)
Trustees' annual report
for the year ended 31 December 2023

The Trustees are pleased to present their report together with the financial statements of The Jane Goodall Institute (UK) ("the Institute") for the year ended 31 December 2023.

Dr Jane Goodall, DBE and UN Messenger of Peace

We remain honoured that Dr Jane Goodall continues as a member of the Board of Trustees, as she has done since the charity was founded in 1988. Dr Goodall is a world-renowned ethologist, ecologist and conservationist inspiring greater understanding of, and action on behalf of, the natural world.

Dr Goodall is best known for her ground-breaking studies of wild chimpanzees in Gombe Stream National Park, Tanzania, which forever changed our understanding of our relationship to the rest of the animal kingdom. Dr Goodall's work builds on scientific innovations, growing a lifetime of advocacy including trailblazing efforts through the Jane Goodall Institute which now has establishments in 25 countries, all advancing community-led conservation, animal welfare, conservation science, and youth empowerment. Dr Goodall continues to grow the next generation of compassionate changemakers through the "Jane Goodall's Roots & Shoots" environmental and humanitarian youth programme, now active and expanded into over 65 countries.

Throughout 2023, Jane continued to be a prominent advocate for wildlife conservation and environmental sustainability. She engaged in various initiatives through the Jane Goodall Institute, focusing predominantly on climate action, animal welfare, and community education. She also participated in many public speaking events, sharing her insights on conservation and the importance of protecting our planet. These ongoing efforts to inspire younger generations in becoming environmental stewards, remained a significant part of her work.

Many will know that in 2021 Dr Goodall was the recipient of the prestigious Templeton Prize which honours individuals whose exemplary achievements harness the power of the sciences to explore the deepest questions of the universe and humankind's place and purpose within it.

In 2022, Dr Goodall was humbled in being awarded the Stephen Hawking Medal for Science Communication at the sixth Starmus Festival, presented in London in November 2022. Dr Goodall was also thrilled to be named 'Queen of the Jungle' by the Oldie of the Year Awards celebrating the best of the older generation.

In 2023, Dr Goodall was further honoured in being made an Officer of the Order of Oranje-Nassau.

Furthermore, in 2023 we saw the release of Reasons for Hope, which won the award for Best Screenwriter at the Northern Ontario Film Awards as well as receiving several award nominations, including best director, best original score for a short film, best sound design and best picture editing.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Constitution and Governance

The Institute is a registered charity in England and Wales (Number 327858), an unincorporated association regulated by a declaration of trust dated 25 May 1988. Investment powers are limited to those available under charity legislation. The power of appointing new and additional Trustees is vested in the continuing Trustees.

The Institute is one of a network of international Jane Goodall Institutes (“JGIs”) in 25 countries throughout Africa, the Americas, Asia and Europe - separate organisations working together to advance Dr Goodall’s vision of a better future for people, other animals and the planet we share.

The Board of Trustees is the governing body of the organisation and has legal and financial responsibility for the charity. The Board determines strategic direction, with operational leadership of the charity delegated to the Chief Executive Officer (CEO), Corinna McShane. The CEO leads the development and implementation of the Institute’s long/medium-term strategy and annual business plans in accordance with the strategic direction and policy framework agreed by the Trustees.

Trustee induction, training, and remuneration

On recruitment new Trustees hold calls or meetings with key individuals in the organization and are directed towards the applicable Charity Commission guidance on their legal role and responsibilities. The trustees recognize the current need for additional trustees and plan to recruit new Trustees in line with identified skills needs (a new Trustee was appointed in early 2023 to support with income generation). All Trustees give their time freely and no Trustee remuneration was paid in the year.

Risks and mitigations

Trustees have considered the major risks faced by the Charity and have examined key controls over financial and operational systems and other business risks which the Charity faces and confirm that systems are in place to mitigate the significant risks. The Trustees have identified income generation as being the principal risk facing the charity, compounded by the current UK cost of living crisis. The trustees aim to mitigate this risk through the continued roll out of the 2022-2024 Strategic Roadmap which focuses on further strengthening the Institute’s internal foundations; increasing income diversity; partnering with organisations who share the Charity’s commitment to conservation and sustainability and by developing initiatives to raise awareness of the charity and its impact to new potential supporters and donors.

Principal Objectives

We refer to the guidance contained in the Charity Commission's guidance on public benefit when reviewing our aims and objectives and in planning our future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives they have set and as agreed within the 2022-2024 Strategic Roadmap, which aims to take the charity on a new journey of growth and to increase focus/support for JGI projects in Africa.

The purpose of the Institute as specified in the Trust Deed is: *“The advancement of education for the public benefit of supporting study of and research into wildlife and into conservation of wildlife in any part of the world and the dissemination to the public of the result of such study and research.”* The Institute supports the delivery of a range of programmes both directly and indirectly through grants made to other Jane Goodall Institutes in Africa, in particular to:

The Jane Goodall Institute (UK)
Trustees' annual report
for the year ended 31 December 2023 (*continued*)

- support **community conservation** projects delivered by other JGIs in Africa that protect wild chimpanzees and include the needs of local people and the environment – an approach we call ‘Tacare’.
- support **JGI sanctuaries for orphan chimpanzees** illegally taken from the wild - Chimp Eden in South Africa and the Tchimpounga Chimpanzee Rehabilitation Centre in the Republic of Congo
- develop and empower **compassionate young change makers of all ages** in the UK and UAE through our free environmental and humanitarian programme, “Jane Goodall’s Roots & Shoots”
- **raise awareness in the UK** of issues such wildlife trafficking and tackling the irresponsible portrayals of chimpanzees on social media
- **share news in the UK about the chimpanzee families and on-going JGI scientific research into wild chimps in Gombe National Park, Tanzania.** This work was started by Dr Jane Goodall, DBE in 1960 and continues to this day as the longest running wild chimpanzee study in the world.

ACHIEVEMENTS AND PERFORMANCE

KEY ACHIEVEMENTS

The CEO continued her work of streamlining the internal control and processing systems within the charity organisation in order to allow it to grow and expand alongside the small team already in place. However, at the end of 2023 the CEO moved on to pursue other career opportunities and for the time being an interim CEO brought in, who remains in place.

Throughout the year we started and continued with a range of exciting new initiatives (all proudly developed and designed in house) that have served to effectively relaunch the charity. Further detail is provided throughout this annual report but picking out some highlights:

- We continue to see further traffic coming to the website which was underwent much needed updates in the previous year. People are increasingly using this as a resource site and we continue to receive much, excellent feedback with regards to. www.janegoodall.org.uk
- We launched new branding (featured on the cover of this report) which reflects the interconnectedness of animals, people and the environment. Alongside the new branding, a powerful new tagline was developed - "Inspiring Hope Through Action".
- Our Chimp Guardian programme which offers symbolic adoptions of rescued chimpanzees at the JGI Tchimpounga sanctuary, was totally revamped including the new branding, alongside new chimpanzees with an enhanced range of benefits digitally delivered to reduce consequential impact on the environment.
- We were thrilled to announce an increased focus on supporting community conservation projects in Africa run by sister Jane Goodall Institutes, enabling us to tackle conservation challenges from a variety of different angles.
- We have continued the release of the digital supporter e-newsletter, “Hope Times” which is packed with news about how donor support is making enormous impact in the UK and Africa, together with news about Dr Goodall herself and our core programmes.
- We have really pushed on with strengthening our presence across social and are now showing 86,000 plus followers on Instagram alone.

The Jane Goodall Institute (UK)
Trustees' annual report
for the year ended 31 December 2023 (continued)

The team at the Institute, whilst small in comparison to many other UK conservation/environmental charities, as always punches well above its weight in terms of the scope and impact of all activities. All members of the team are home based primarily in London, with a small administration office run by our Office Administrator in Lymington, Hampshire. Staff salaries are set in line with external benchmarks for those with wider sector knowledge and relevant experience.

The Board would like to thank our staff team for their continued dedication to the charity and all of our Chimp Guardians, our donors and our supporters for their on-going commitment and encouragement which is so greatly appreciated.

FUNDRAISING

The Institute does not currently receive any government funding and relies on the kind generosity of individuals and companies to fund its work. The Institute's staff team seek support from individuals, companies and charitable trusts whenever possible, as it has been without any full-time fundraising team resource this year. As detailed on page 4 the Trustees have identified income generation – or lack of it - as potentially being the greatest risk the charity faces, compounded by the current UK cost of living crisis which as we all know has reduced existing and limited fresh contributions.

The charity understands it has a duty to protect the public, especially vulnerable people, from unreasonably intrusive or persistent fundraising approaches and undue pressure to donate. During the year the charity did not receive any complaints in relation to its fundraising practices. (In early 2023, the Institute was proud to register with the 'Fundraising Regulator', the independent regulator of charitable fundraising. Being registered means we are committed to its Fundraising Promise which outlines our ongoing commitment to donors and the public).

The new website has certainly provided a clearer journey and simpler experience, making gift-aid easier, and this has resulted in an overall increase in total donations but surprisingly not gift-aid specifically. We also feel that the expanded online presence across the social media channels, has contributed to this and this will be our big push into 2024 and throughout 2025. As previously noted, we do not have a specific staff member who is working on fundraising. During the year the charity received income from a range of sources:

- Legacies: as always, we remain hugely grateful to all those who so kindly remember the Institute in their wills. In 2023 we were touched to have been left a legacy donation by Catherine Anderson Smith, Jeffrey Sword, George Weir and Mary Hughes, which was received with much grateful thanks. These people have been key to the continuance of the charity here in the UK.
- Speaker donations: Dr Goodall DBE, carried out talks at Harry Walker Agency & Eton College which resulted in speaker attributed income amounting to £27,651.
- Merchandise: In the previous year the charity sourced a new sustainable supplier (Teemill) to produce a range of tops and tote bags (using unique JGI designs) from organic cotton using renewable energy in a factory audited by them across a wide range of social and sustainability criteria. Each item is printed to order in the UK. All items are GM/animal-derived products free, not tested on animals and sent in non-plastic packaging. This income has remained consistent since 2022; however, we are looking to push this income stream further forward in 2024 and 2025 alongside an increasing range of new products.

The Jane Goodall Institute (UK)
Trustees' annual report
for the year ended 31 December 2023 (continued)

- **Chimp Guardian:** For many years the Institute has encouraged its supporters to become Chimpanzee Guardians to support the work of the JGI Tchimpounga Chimpanzee Rehabilitation Centre in the Republic of Congo (see page 9) and this remains a priority for the charity. We were very proud to have re-launched the programme in 2022, featuring several new chimpanzees (including the world-famous rescued chimpanzee, Wounda) and an enhanced range of benefits that were digitally delivered to reduce our impact on the environment. Interestingly 80% of Chimp Guardian income is donated to Tchimpounga to contribute towards providing food, medicine, enrichment and care for chimps at the centre and the remaining 20% contributes towards our costs in running and promoting this programme in the UK. In 2023, the Institute donated a total of £17,000 to Tchimpounga from Chimp Guardian. Much activity was also undertaken throughout the year to raise awareness of the sanctuary's work to Chimp Guardians, supporters and the general public.
- **Corporate donations:** during the year it was a pleasure to work with some new corporate partners who very generously donated towards our work, including Jim Naughton & Rebecca Hossack.
- **DP World:** In September 2021, we were delighted to announce an exciting three-year partnership with DP World, focusing on supporting the growth of "Jane Goodall's Roots & Shoots" in the UAE/around the world and aiding the development of the Institute in the UK.

DP World are a global port, logistics, trade organisation headquartered in Dubai, with over 50,000 staff in 55 countries. DP World are committed to conservation and sustainability and have long term partnerships with a range of leading organisations including Tusk Trust, ZSL and United for Wildlife.

As detailed in the Accounts, a third-year funding payment of £250,000 was received from DP World during 2023, of which £125,000 has been applied to restricted funds. As you can see on page 25, £68,750 was donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit. As per the Agreement with DP World, £25,000 was restricted to Roots & Shoots projects in Africa, £25,000 restricted to Roots & Shoots projects around the world (excluding the UAE and Africa) and £18,750 to cover the resource costs of managing this invaluable programme.

The Board is incredibly grateful for DP World's very generous support and is proud in working with this truly Global partner company.

SUPPORTED PROGRAMMES

The Institute supports the delivery of a range of programmes that are put in place directly and indirectly via grants to other Jane Goodall Institutes in Africa, so as to benefit people, animals and the environment in the UK, Africa and throughout the world as follows:

SUPPORTING COMMUNITY CONSERVATION AND JGI SANCTUARIES FOR ORPHAN CHIMPANZEES IN AFRICA

In recent years, the priority focus for the Institute had been on delivering our environmental and humanitarian programme for young people, known as "Jane Goodall's Roots & Shoots" in the UK and the UAE as well as supporting the JGI Tchimpounga sanctuary through our Chimp Guardian programme. Other JGI projects in Africa were also supported financially, when and wherever possible, on an ad-hoc, case by case basis.

We wanted to further increase the focus and support for JGI projects in Africa. And as such, as detailed in last year's report, Senegal and the Chimp Eden Sanctuary in South Africa were identified by the Board of Trustees as priority support areas to support in 2021 and beyond. In July 2022, the Institute expanded its support to also include a long-standing JGI project focused on supporting girls to stay on at schools across rural Uganda and this has continued throughout 2023. Across the year the Institute has shared news of all the projects it supports in Senegal, South Africa and Uganda with supporters via social media and its "Hope Times" newsletter.

The Jane Goodall Institute (UK)
Trustees' annual report
for the year ended 31 December 2023 (continued)

Below are some details on the amazing projects ongoing in Africa:

Senegal: helping to protect the Critically Endangered Western chimpanzee in Senegal and reversing deforestation through community led initiatives.

- Our sister organisation 'Instituto Jane Goodall' (the Jane Goodall Institute Spain) operates with a local field team in the Kédougou region of south eastern Senegal and across the border, in northern Guinea using the Tacare community conservation approach developed by Dr Jane Goodall. Using cutting-edge technology and experienced Senegalese field assistants, the team based at the Dindéfelo Biological Station, non-invasively monitor the local chimpanzee population and their habitat in the Dindéfelo Community Nature Reserve.
- The collected data not only contributes to the scientific knowledge of the ecology, behaviour and culture of the Western chimpanzee but also helps guide the team and local authorities with their conservation planning so as to further protect these primates and their habitat, at all times mitigating negative interactions between humans and chimpanzees.
- We are delighted that we have been able to continue our funding in 2023 to help this worth-while cause. £30,000 (2022, £25,412) was donated to the Jane Goodall Institute Spain to support Senegal in 2023.

South Africa: supporting the JGI Chimp Eden sanctuary for rescued chimps

- Chimp Eden, run by the Jane Goodall Institute South Africa, provides a safe haven for rescued chimps across Africa. Whilst South Africa is not the chimpanzee natural habitat, this special sanctuary established in 2006 is home to chimpanzees rescued from all over the continent who have survived the bush meat trade, or been orphaned, sold in illegal pet markets, or used for entertainment in circuses, beach resorts and night clubs.
- The charity was self-sufficient and standalone prior to covid, which negatively impacted Chimp Eden's visitor income and despite numbers increasing in 2022, the income is still not back to where it needs to be. Therefore, we have necessarily been able to, and proudly continue to support this sanctuary.
- We were still able to provide much needed funding - £27,250 (2022, £37,288) being donated to the Jane Goodall Institute South Africa needed for Chimp Eden in 2023.

Republic of Congo: the JGI Tchimpounga Chimpanzee Rehabilitation Centre

- For many years the Institute has proudly supported the Tchimpounga Chimpanzee Rehabilitation Centre run by the Jane Goodall Institute, Republic of Congo, via our Chimp Guardian programme which offers symbolic adoptions of four rescued chimps. As detailed on page 8, we are very proud to have re-launched the programme in 2022 to include new chimps and an enhanced range of benefits digitally delivered to reduce our impact on the environment.
- Often orphaned by the international commercial bushmeat and pet trades, these chimpanzees receive expert care and rehabilitation by Tchimpounga's staff and continue to be integrated into new chimpanzee families.
- Tchimpounga is surrounded by 129,000 acres of dense rainforest and savannah. Founded in 1992 it is one of the largest chimpanzee sanctuaries in Africa having provided care to more than 200 individuals since it opened. Chimpanzees are cared for at a main sanctuary site, as well as three forested islands (Tchibebe, Tchindzoulou, and Ngombe) chosen for the natural protection these islands provide. The undisturbed forests of the islands provide a wealth of food and habitat to support healthy, secure living in a near-wild environment for the chimpanzees who are released there.
- No two chimpanzee stories at Tchimpounga are the same. Staff carefully assess and monitor the health of each individual, while also learning their patterns of behaviour and personality. Individual care plans are developed for each chimpanzee while supporting and ensuring their welfare as they are integrated into communities of other chimps, most of whom are unrelated to one another.

The Jane Goodall Institute (UK)
Trustees' annual report
for the year ended 31 December 2023 (continued)

- Again 80% of Chimp Guardian income is provided to Tchimpounga to contribute towards providing food, medicine, enrichment and care for chimps at the centre and 20% of contribute towards our costs in running and promoting the programme in the UK. There were no donations reported in 2022, although it has become apparent that, this was in fact a recording/timing issue as in fact £4,000 was donated but it was received in January 2023 and therefore has formed part of the overall figure of £17,000 shown to have been donated in 2023 which was used to raise awareness of the sanctuary's work to Chimp Guardians, supporters and the public throughout the year.

Uganda: reducing school drop-out rates for girls in rural areas

- In places like Uganda, girls that stay on at school and enter work, are less likely to marry young and more likely to have fewer children. Local school economies are boosted, pressure on natural resources is reduced. The outlook for everyone - communities, habitats and wildlife is improved.
- However, in 2019 Uganda's Ministry of Education stated that nearly 25% of girls between the ages of 12 and 18 drop out of school once they begin menstruating.
- Empowering girls in communities near chimpanzee habitats is such an amazing course and in 2022 we were so pleased to be able to start contributing towards the Jane Goodall Institute Uganda's long running project aimed at increasing school completion rates through the provision of underwear, sanitary pads and school supplies. A key part of the programme involves making reusable sanitary pads via in school training workshops held for girl pupils. In addition to learning how to make and use reusable pads, advice is also given on menstrual hygiene and reproductive health. After the workshop, participants are given books, geometric sets and pens to help support their studies.
- In 2023 boys are now also being integrated into these activities in order to reduce the stigmatisation of girls during their period and to teach them how to support their sisters, friends, and classmates.
- We have been able to continue our donations to this amazing cause for 2023 and this will continue in the future.
- In total £3,993 (2022: £4,199) was donated to the Jane Goodall Institute Uganda (via JGI USA which handles income generation for the JGI Uganda office) to support this programme in 2023.

SUPPORTING THE GROWTH OF "JANE GOODALL'S ROOTS & SHOOTS" IN AFRICA

- "Jane Goodall's Roots & Shoots" is a worldwide movement across more than 65 countries empowering young people of all ages to deliver meaningful positive impact in their local communities to help make the world a better place for all – animals, people and the environment. In 2023, the Roots & Shoots programme had more than 12,000 groups around the world involving more than one million people.
- As previously mentioned, the Institute announced an exciting three-year partnership with DP World, focusing on supporting the growth of Roots & Shoots in the UAE/around the world and aiding the development of the Institute in the UK. The Institute is very proud to have developed an agreement with DP World that shares this income with other JGIs around the world - £25,000 from each year of the three- year funding will be allocated to Roots & Shoots projects in Africa (another £25,000 is restricted to Roots & Shoots projects around the world excluding the UAE and Africa). As per our Agreement with DP World, these funds are donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit, to distribute to Roots & Shoots projects in Africa.
- A total of £50,000 was available for allocation to Roots & Shoots projects in Africa in 2023 via a formal application process (managed by the Jane Goodall Institute Global, with input from JGI UK) open to all countries with a JGI/Roots & Shoots presence in Africa.

The Jane Goodall Institute (UK)
Trustees' annual report
for the year ended 31 December 2023 (*continued*)

DEVELOPING COMPASSIONATE YOUNG CHANGE MAKERS IN THE UK AND UAE THROUGH OUR FREE ENVIRONMENTAL AND HUMANITARIAN PROGRAMME, “JANE GOODALL’S ROOTS & SHOOTS”

Roots & Shoots is one of the Institute’s core programmes which we directly deliver in the UK and the UAE.

This programme empowers young people of all ages (and an increasing number of adults) to become involved in hands on projects to benefit their local community, animals (including domestic animals) and the environment, leading them to become stronger, better informed global citizens.

During the year the Roots & Shoots team in the UK was restructured with a view to increasing staff resources to help the programme grow. Jasmina Georgovska (previous Executive Assistant for the Roots & Shoots Executive Director) was promoted to Schools Liaison Officer and Claire Quarendon’s role as Office Administrator for the Jane Goodall Institute UK was changed and expanded to include administrative support for Roots & Shoots. Alongside this, increased investment into better, broader, marketing and promotion took place, including the development of a colourful, new guide to the Roots & Shoots programme which was issued electronically to potential new schools in the UK in November. It is very pleasing to see that this publication has been successful in encouraging a number of new school sign-ups in 2023.

Through participation in group activities at schools, colleges, universities and in the wider community, this programme also helps young people develop transferable skills that includes relationship building, teamwork, leadership, communication, planning and a number of life-skills such as respect, confidence and compassion. As a result, young people are more aware, better informed and more proactive in their influence on their environment through involvement with the programme.

New resources

The “Jane Goodall’s Roots & Shoots” programme provides a wide range of free resources that can be downloaded from our website and then carried out either by individuals or as group activities within schools and other settings.

During 2023 we started the process of updating the old website and are now pleased to have a new, fresh, modern website containing lots of resources for both individuals and schools. The website also allows donation to be collected through its portal as well as enabling the buying of branded products. We have seen a huge increase in user traffic and with access to the back-office engine of the website, we can see where users are going on the website, how long they are on each page as well as a range of other statistics that will enable ongoing modernization, increased content, more focus on popular landing pages and ongoing updating as relevant and required.

The Twinning Programme

A number of Roots & Shoots participating schools across the UK and UAE were selected to take part in the Twinning programme where schools share their projects, culture, ideas and resources with one another, across the Oceans and continents. Special attention and much effort is made to pairing respective schools to most effectively match these participants based upon age, circumstances, projects and locations.

The Jane Goodall Institute (UK)
Trustees' annual report
for the year ended 31 December 2023 (continued)

PROFILE RAISING

Despite the Institute lacking dedicated marketing or communications staff (or third-party agency support) the new CEO brought extensive expertise in these areas, so that a significant amount of progress that was made in 2022 has continued on into 2023.

Brand awareness will be a huge part of the future and so raising the Jane Goodall profile in 2023 was a key for growth; there will be an even bigger push into these areas and functions in 2024 with a number of key benchmarks being put in place to monitor success as an online presence and continuing to grow the charity's following, especially amongst the younger global community citizens.

PLANS FOR FUTURE PERIODS – 2024

In line with the Institute's strategic roadmap previously set out for 2022-2024, activity will be based around the following main areas for 2024

Strengthening the foundations for increased growth

- Further streamlining of internal processes
- Encouraging more team interaction now the charity is a fully "working from home" organisation
- Implementing new technology wherever possible including AI to further help co-ordinate the team and provide training and development as required
- Identifying and recruiting new trustees that can add to our existing strong group of trustees and bring new and their specific skills to the charity
- Working through and searching the old offices and storage unit for key documents and pieces of information, collectibles or data that need sharing with Global
- Further strengthening our online presence, especially making efforts to appeal to the younger audience through Instagram and other SM platforms
- Dr Goodall attended Glastonbury in 2024 and this brought huge awareness to her and her cause, so we want to build on this, with further festival involvement each season moving forward
- Taking on highly relevant and exciting ambassadors who through their massive online followings can further spread the messages of hope through engagement

Income Generation

- 2023 was the final year (of 3) of the flagship partnership with DP World, and so of course we would like to revisit this relationship once we present our Roots & Shoots UK School Tour.
- This school tour will be rolled out nationwide to all schools and will bring awareness of both Roots & Shoots but also the great causes it stands for. This will be targeted at primary schools in 2024 initially before continuing on with and into secondary schools by 2026.
- Increase the corporate sponsorship through the teams' connections and in particular monetising some of the trustees extended networks.
- Alongside increasing the profile of the Institute, we want to bring in more revenues through great partnerships with both individuals and corporations provided they share the same vision as us.
- Extra events throughout the year, aiming for one every three months where we can raise more awareness and hopefully attract significant donations. One of the trustees works very close with Soho House and we have been able to utilise her connections with them to allow us extended use of their facilities and they continue to be a great supporter of the charity. We will be showing them as a corporate sponsor next year.
- Ongoing and continued promotion of Chimp Guardianship
- Registration with the 'Fundraising Regulator', the independent monitor of charitable fundraising in the UK.

The Jane Goodall Institute (UK)
Trustees' annual report
for the year ended 31 December 2023 (*continued*)

Profile raising

- Increased online presence and increasing the following across all major social platforms
- Ongoing change and amendments to the primary website so as to in track the key metrics of the website including the nature of traffic flows, average stay time and unique visitors
- Producing a video production of the Roots & Shoot program at a single school and then through its use looking to build the awareness of this available programme for the UK.
- Reach out to more corporate companies and larger colleges in order to secure more speaking events subject to Dr Goodall's health and availability.
- Recruit new, high-profile Ambassadors for the Institute, that share our values so as to help the charity engage with expanded, new audiences

Supporting community conservation and JGI sanctuaries for orphan chimpanzees in Africa

- Continue to supply financial grants (subject to income) for JGI community conservation projects supporting animals, people and the environment in Senegal, South Africa and Uganda.
- Continuing to support the Tchimpounga Chimpanzee Sanctuary in the Republic of Congo through donations, sponsorships and government funding initiatives

Raising awareness in the UK of issues such wildlife trafficking and sharing news about the chimpanzee families and on-going JGI scientific research into wild chimps in Gombe.

- Continue to share news across the year with supporters and the wider public about research activities in Gombe, via all available channels to us
- Celebrate two very special days linked to Dr Goodall's work and role as a UN Messenger of Peace – World Chimpanzee Day (July 14) and World Peace Day (September 21), with extra special focus on engaging our Roots & Shoots members in the UK and UAE.
- Supporting JGI global campaigns relating to animal welfare, conservation and environmental protection, including Forever Wild.
- Join the Climate Coalition, the UK's largest group of people dedicated to action against climate change.

FINANCIAL REVIEW

Reserves policy

It is the policy of the Institute to hold unrestricted funds, its free reserves, equivalent to between six- and twelve-month's unrestricted expenditure, so as to provide only such funds as are necessary to cover management and administration costs, both planned and unforeseen, and to cover project costs.

At the balance sheet date, the Institute held unrestricted funds of £643,535 (2022: £612,689). This represents 23 months of unrestricted expenditure at 2023 levels.

Trustees' responsibilities in relation to the financial statements

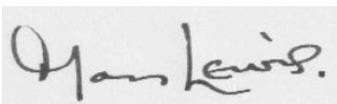
Law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the charity's financial activities during the year and of its financial position at the end of the year. In preparing those financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable accounting standards and statements of recommended practice have been followed subject to any departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The Trustees are responsible for keeping accounting records which disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (issued in October 2019).

The annual report on pages 4 to 14 was approved by the trustees, as a body, and signed on their behalf by:



Mary Lewis
Trustee

Date: 11/11/2024

The Jane Goodall Institute (UK)
Independent examiner's report
To the Trustees of The Jane Goodall Institute (UK)

I report to the trustees on my examination of the accounts of The Jane Goodall Institute (UK) ("the Institute") for the year ended 31 December 2023, which are set out on pages 16 to 29.

Your attention is drawn to the fact that the charity has prepared the financial statements in accordance with the relevant version of the 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) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has been withdrawn.

We understand that this has been done in order for the financial statements to provide a true and fair view in accordance with UK Generally Accepted Accounting Practice.

Responsibilities and basis of report

As the charity trustees of the Institute, 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 Institute's accounts carried out under section 145 of the 2011 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

Since the Institute's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the list bodies. 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:

- 1 accounting records were not kept in respect of the Institute 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; or

I have no concerns and 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.

Suzanne Goldsmith FCA



Date: 18 November 2024

Price Bailey LLP

Tennyson House

Cambridge Business Park

Cambridge

CB4 0WZ

The Jane Goodall Institute (UK)
Statement of Financial Activities
for the year ended 31 December 2023

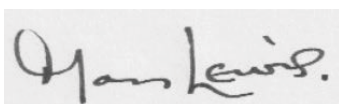
	Notes	Unrestricted funds £	Restricted funds £	Total 2023 £	Unrestricted funds £	Restricted funds £	Total 2022 £
Income from:							
Donations and legacies	2	234,043	59,802	293,845	368,649	87,317	455,966
Charitable Activities	3	125,000	125,000	250,000	125,000	125,000	250,000
Other trading activities	4	2,526	-	2,526	55,524	-	55,524
Investments		6,883	-	6,883	888	-	888
Total income		368,452	184,802	553,254	550,061	212,317	762,378
Expenditure on:							
Raising funds	6	57,640	5,590	63,230	75,350	5,949	81,299
Charitable activities	7	279,966	198,828	478,794	218,142	211,155	429,297
Total expenditure		337,606	204,418	542,024	293,492	217,104	510,596
Net Income/(Expenditure)		30,846	(19,616)	11,230	256,569	(4,787)	251,782
Transfers between funds		-	-	-	-	-	-
Net movement in funds for the year		30,846	(19,616)	11,230	256,569	(4,787)	251,782
Reconciliation of funds							
Total funds brought forward		612,689	23,872	636,561	356,120	28,659	384,779
Total funds carried forward		643,535	4,256	647,791	612,689	23,872	636,561

The notes on pages 19 to 29 form part of these financial statements.

The Jane Goodall Institute (UK)
Balance sheet
at 31 December 2023

Charity number 327858	Note	2023	2023	2022	2022
		£	£	£	£
Fixed assets					
Tangible assets	12		1,565		3,019
Current assets					
Stock	13	7,144		11,242	
Debtors	14	9,941		10,137	
Cash at bank and in hand		678,746		654,230	
		<u>695,831</u>		<u>675,609</u>	
Creditors: amounts falling due within one year	15	49,605		42,067	
Net current assets			<u>646,226</u>		<u>633,542</u>
Net assets			<u>647,791</u>		<u>636,561</u>
Funds					
Restricted funds	16		10,473		23,872
Unrestricted funds	17		637,318		612,689
Total funds carried forward			<u>647,791</u>		<u>636,561</u>

The financial statements on pages 19 to 29 were approved by the Trustees, as a body, and signed on their behalf by:



Mary Lewis
Trustee

Date: 11/11/2024

The notes on pages 19 to 29 form part of these financial statements.

The Jane Goodall Institute (UK)
Statement of Cash Flows
For the year ended 31 December 2023

	Notes	2023 (£)	2022 (£)
Cash flow from operating activities			
Net cash flow from operating activities (see below)		18,222	265,718
Cash flow from investing activities			
Dividends, interest and rents from investments		6,883	888
Purchase of tangible assets	12	(589)	(1,932)
Change in cash and cash equivalents in the year		24,516	264,674
Cash and cash equivalents brought forward		654,230	389,556
Cash and cash equivalents carried forward		678,746	654,230
		2023 (£)	2022 (£)
Reconciliation of net movement in funds to net cash flow from operating activities			
Net income for the year as per Statement of Financial Activities		11,230	251,781
Adjustment for:			
Depreciation charges	12	2,043	2,608
Dividends, interest and rents from investments		(6,883)	(888)
Decrease/(increase) in stock	13	4,098	212
Decrease/(increase) in debtors	14	196	(2,847)
Increase/(decrease) in creditors	15	7,538	14,852
Net cash used in operating activities		18,222	265,718

Analysis of changes in net debt

	At 1 Jan 2023	Cashflows	At 31 Dec 2023
Cash and cash equivalents			
Cash	654,230	24,516	678,746
Borrowings			
Debt due within one year	(10,130)	-	(10,130)
Total	644,100	24,516	668,616

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2023

1 Accounting policies

The principal accounting policies are set out below. The accounting policies have been adopted consistently throughout the year.

Basis of accounting

The financial statements have been prepared under the historical cost convention.

The reporting currency of the charity is £ and the accounts have been rounded to the nearest whole £.

The financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) effective 1 January 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

The financial statements have been prepared to give us a “true and fair” view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a “true and fair view”. This departure has involved following Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from April 2005 which has since been withdrawn”.

The trust constitutes a public benefit entity as defined by FRS 102.

Going concern

In line with similar organisations, the charity relies on securing funding each year to meet its charitable expenditure. The Trustees have considered cash flow requirements for the period to the end of 2025 and believe the charity can meet its commitments for this period. Accordingly, the Trustees consider it appropriate to prepare the accounts on the going concern basis.

Funds employed

All funds employed must be expended in furtherance of the charitable objects of the Institute.

Unrestricted funds are funds which the Trustees are free to use for any purpose in the furtherance of the Charitable Objectives.

Restricted funds may only be used for the particular purpose where this is specified by the donors or when funds are raised for a particular purpose.

Designated funds represent amounts set aside by the Trustees for a particular purpose. They form part of the charity's unrestricted funds and may be reallocated.

The nature and purpose of each of the funds are set out in note 16.

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2023 (*continued*)

Income

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received, and the amount of income receivable can be measured reliably.

Donations are typically recognised when received, being the point at which the three criteria for income recognition above are met. Income from grants is recognised when there is evidence of entitlement, receipt is probable and its amount can be measured reliably, unless it relates to a specific future period, in which case it is deferred.

In the event that a donation or grant is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity, and it is probable that those conditions will be fulfilled in the reporting period.

Legacy gifts are recognised on a case-by-case basis following the granting of probate when the administrator/executor for the estate has communicated in writing both the amount and settlement date. In the event that the gift is in the form of an asset other than cash, or a financial asset traded on a recognised stock exchange, recognition is subject to the value of the gift being reliably measurable with a degree of reasonable accuracy and the title to the asset having been transferred to the charity.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

Expenditure recognition

Expenditure is included on an accruals basis. Liabilities are recognised as soon as there is a legal or constructive obligation committing the Charity to that expenditure, it is probable that settlement will be required, and the amount of the obligation can be measured reliably.

Irrecoverable VAT is treated as part of the expense to which it relates.

Grants payable are charged in the year when the offer is conveyed to the recipient except in those cases where the offer is conditional, such grants being recognised when the conditions attached are fulfilled. Grants offered subject to conditions which have not been met at the year-end are noted as a commitment but not accrued as expenditure.

Support costs comprise management and administration costs for the running of the charity.

The rental charges of operating leases are taken to the Statement of Financial Activities as incurred.

Allocation of support and governance costs

Support costs and governance costs have been allocated between fundraising and charitable activities. Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice (these costs include costs related to the independent examiner and legal fees).

The Trustees have reviewed and updated in comparison to previous years, cost allocations for 2023 and used the following bases to allocate costs between Fundraising and Charitable Activities as follows:

- *Staff costs* – allocated to fundraising activities and raising funds based on the % of time spent by individual staff members
- *Office and administration costs* – 22.2% Fund Raising and 77.8% Charitable Activities (2022: 15.2% Fund Raising and 84.8% Charitable Activities)
- *Rent* – 22.2% Fund Raising and 77.8% Charitable Activities (2022: 15.2% Fund Raising and 84.8% Charitable Activities)
- *Insurance* – 22.2% Fund Raising and 77.8% Charitable Activities (2022: 15.2% Fund Raising and 84.8% Charitable Activities)
- *Governance costs* – 100% Charitable Activities (2022: 100% Charitable Activities)

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2023 (*continued*)

Charitable activities

Costs of charitable activities include grants made, direct costs of delivering projects and an apportionment of support and governance costs.

Fixed assets

Fixed assets are included in the balance sheet at their cost to the Institute until fully depreciated, when they are written off. Assets costing less than £50 are not capitalised. Depreciation is provided on a straight-line basis, over a period estimated to write off each asset over the term of its useful life.

- Computer Equipment - 3 years
- Office Equipment - 5 years
- Website - 3 years

Stock

Stock, which represents books and merchandise, is valued at the lower of cost and net realisable value.

Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any discounts due. Accruing income and tax recoverable is included at the best estimate of the amounts receivable at the balance sheet date.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors

Creditors are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are normally recognised at their settlement amount after allowing for any discounts due.

Foreign currency

Foreign currency transactions of the Institute are translated at the rates ruling when they occurred. Foreign currency monetary assets and liabilities are translated at the rates ruling at the balance sheet dates. Any differences are taken to the profit and loss account.

Pensions

Contributions to the Institute's defined contribution pension scheme are dealt with in the Statement of Financial Activities in the year in which they become payable. The assets of the scheme are held separately from those of the Institute in an independently administered fund.

Leased assets

Office rent is charged to the profit and loss account on a straight-line basis over the term of the lease.

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2023 (continued)

2 Income from donations and legacies

	Unrestricted funds £	Restricted funds £	2023 £	2022 £
Membership subscriptions	-	-	-	4,553
Legacies	42	35,000	35,042	4,409
Donations	203,892	20,277	224,169	185,148
Donations in lieu of Speaker Income	27,651	-	27,651	253,941
Guardianship programme	-	4,162	4,162	3,332
The Peak Society	500	-	500	500
Gift Aid	1,959	362	2,321	4,083
Total	234,044	59,801	293,845	455,966

3 Income from charitable activities

	Unrestricted funds £	Restricted funds £	2023 £	2022 £
Provision of services	125,000	125,000	250,000	250,000
Total	125,000	125,000	250,000	250,000

4 Income from other trading activities

	Unrestricted funds £	Restricted funds £	2023 £	2022 £
Presentations and events	-	-	-	53,250
Proceeds of sale of books and merchandise	2,526	-	2,526	2,274
Total	2,526	-	2,526	55,524

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2023 (continued)

5 Support costs

The breakdown support costs of the charity and how these were allocated between fund raising and charitable activities is shown below.

These costs have been apportioned across the work of the charity on the basis disclosed in note 1 and allocated to each of the charity's activities as set out in note 7b:

	Raising Funds	Charitable Activities	Total	Raising Funds	Charitable Activities	Total
			2023			2022
Support Cost Allocation	£	£	£	£	£	£
Staff costs	23,573	82,820	106,393	25,560	76,756	102,316
Office and administration	3,229	12,019	15,248	4,260	12,793	17,053
Rent	1,674	5,882	7,556	1,732	5,201	6,933
Insurance	610	2,142	2,752	644	1,935	2,579
Governance costs	-	2,000	2,000	-	5,170	5,170
Total	29,086	104,863	133,949	32,196	101,855	134,051

6 Expenditure on raising funds

	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	£	£	2023	£	£	2022
			£			£
Direct Fundraising Costs						
Direct Staff Costs	26,293	-	26,293	33,895	-	33,895
Purchases of books and merchandise for resale	4,098	-	4,098	1,036	-	1,036
Presentations and events	1,053	-	1,053	13,864	-	13,864
Other fundraising costs	2,697	3	2,700	243	65	308
Support cost allocation (note 5)	23,499	5,587	29,086	26,312	5,884	32,196
Total	57,640	5,590	63,230	75,350	5,949	81,299

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2023 (continued)

7a Expenditure on charitable activities						
	Unrestricted Funds £	Restricted Funds £	2023 £	Unrestricted Funds £	Restricted Funds £	2022 £
Direct Costs						
Direct Staff Costs	47,071	59,399	106,470	12,750	102,628	115,378
Direct Activities Undertaken	77,733	27,399	105,132	67,306	926	68,232
Direct support Costs	15,306	30	15,336	517	7,490	8,007
Grant Funding of Activities	34,993	112,000	146,993	56,075	79,750	135,825
Support Costs allocation (See note 5)	104,863	-	104,863	81,494	20,361	101,855
Total	279,966	198,828	478,794	218,142	211,155	429,297

7b Expenditure on charitable activities – By Programme

The charitable activities of the organization include:

- **Africa Community Conservation & Chimp Sanctuaries:** supporting community conservation projects delivered by other JGIs in Africa and supporting JGI sanctuaries in Africa for orphan chimpanzees illegally taken from the wild
- **Roots & Shoots UK & UAE:** delivering the environmental and humanitarian educational programme for young people in the UK and the UAE
- **Awareness & Policy Activity in the UK:** raising awareness in the UK of issues such wildlife trafficking and sharing news about the chimpanzee families and on-going JGI scientific research into wild chimps in Gombe.
- **Roots & Shoots International Growth** - as detailed on page 8, the Institute received £125,000 of restricted funding in 2021 from DP World, of which £68,750 was donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit. As per the Agreement with DP World, £25,000 was restricted to Roots & Shoots projects in Africa, £25,000 restricted to Roots & Shoots projects around the world (excluding the UAE and Africa) and £18,750 to cover the resource costs of managing this programme.

	Unrestricted funds £	Restricted funds £	2023 £	Unrestricted Funds £	Restricted Funds £	2022 £
Africa Community Conservation & Chimp Sanctuaries						
Grant Funding of Activities	34,993	43,250	78,243	56,075	10,824	66,899
Direct Staff Costs	3,724	-	3,724	2,926	-	2,926
Direct Support Costs	-	30	30	-	-	-
Allocated Support Costs	8,879	-	8,879	8,824	2,205	11,029
Total	47,596	43,280	90,876	67,825	13,029	80,854
Roots & Shoots UK & UAE						
Direct Staff Costs	33,427	59,399	92,826	-	102,628	102,628
Direct Activities Undertaken	77,898	-	77,898	67,306	926	68,232
Direct Support Costs	15,306	-	15,306	517	7,491	8,008
Grant Funding of Activities	-	-	-	-	176	176
Allocated Support Costs	54,198	-	54,198	31,145	7,782	38,927
Total	180,239	59,399	239,638	98,968	119,003	217,971

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2023 (continued)

	Unrestricted funds £	Restricted funds £	2023 £	Unrestricted Funds £	Restricted Funds £	2022 £
Roots & Shoots International Growth*						
Grant Funding of Activities	-	68,750	68,750	-	68,750	68,750
Activities undertaken directly	424	27,399	27,823	-	-	-
Allocated support costs	7,835	-	7,835	7,786	1,945	9,731
Total	8,259	96,149	104,408	7,786	70,695	78,481

***Roots & Shoots International Growth**

Grant Funding of Activities	£50,000
Direct staff costs	£18,750

The Institute received £125,000 of restricted funding in 2023 from DP World, of which £68,750 was donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit. As per the Agreement with DP World, £25,000 was restricted to Roots & Shoots projects in Africa, £25,000 restricted to Roots & Shoots projects around the world (excluding the UAE and Africa) and £18,750 to cover the resource costs of managing this programme.

Awareness & Policy Activity in the UK

Direct Staff Costs	9,921	-	9,921	9,824	-	9,824
Allocated Support Costs	33,951	-	33,951	33,739	8,429	42,168
Total	43,872	-	43,872	43,563	8,429	51,992
Total	279,966	198,828	478,794	218,142	211,156	429,298

Grants to Organisations	Unrestricted funds £	Restricted funds £	2023 £	Unrestricted Funds £	Restricted Funds £	2022 £
JGI Chimp Eden	1,000	26,250	27,250	27,876	9,412	37,288
JGI Senegal	30,000	-	30,000	24,000	1,412	25,412
JGI Uganda	3,993	-	3,993	4,199	-	4,199
JGI Burundi	-	-	-	-	176	176
JGI Global	-	68,750	68,750	-	68,750	68,750
JGI Tchimpounga	-	17,000	17,000	-	-	-
Total	34,993	112,000	146,993	56,075	79,750	135,825

8 Net income for the year

	2023 £	2022 £
This is stated after charging:		
Independent examiner's fee	2,938	2,200
Depreciation	2,043	2,608

9 Staff costs

	2023 £	2022 £
Wages and salaries	208,588	218,216
National insurance costs	17,963	19,579
Pension costs	8,757	8,732
Total	235,308	246,527

There is one (2022: one) employee with emoluments within the salary band £70,000 - £80,000.
In addition, one (2022 : one) further employee had a full time equivalent salary within the salary band £70,000 - £80,000.

The average number of employees during the year was 4 (2022 - 5).

Full time Equivalent Employees	2023	2022
Full time Employees	4	4.0
Part-time Employees	0.8	0.8
Total FTE Employees	4.8	4.8

Key Management Personnel

The Trustees consider the CEO as comprising the key management personnel of the charity and the acting CEO (paid on a consultancy basis).

The total amount of employee benefits received by key management personnel in 2023 was £88,018 (2022 £84,238)

10 Trustee remuneration and expenses

None of the Trustees, nor any persons connected with them, received any remuneration during the year from the Institute (2022 - £Nil). The charity insurance policy for 2023 and 2022 included Trustee Indemnity Insurance. The cost of the Trustee Indemnity Insurance element of the policy is not separately identifiable.

During the year no trustees received reimbursement of expenses (£Nil – 2022).

11 Taxation

The charity is exempt from direct tax on its charitable activities.

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2023 (continued)

12 Tangible fixed assets

	Website	Office equipment £	Computer equipment £	Total £
<i>Cost</i>				
At 1 January 2023	1,200	6,747	330	8,277
Additions	-	589	-	589
At 31 st December 2023	<u>1,200</u>	<u>7,336</u>	<u>330</u>	<u>8,866</u>
<i>Depreciation</i>				
At 1 January 2023	653	4,468	137	5,258
	400	1,577	66	2,043
Provided during year				
At 31 December 2023	<u>1,053</u>	<u>6,045</u>	<u>203</u>	<u>7,301</u>
<i>Net book value</i>				
At 1 January 2023	547	2,279	192	3,018
At 31 December 2023	<u>147</u>	<u>1,291</u>	<u>127</u>	<u>1,565</u>

13 Stock

	2023 £	2022 £
Books	5,845	7,712
Merchandise	1,299	3,530
	<u>7,144</u>	<u>11,242</u>
Total	<u><u>7,144</u></u>	<u><u>11,242</u></u>

14 Debtors

	2023 £	2022 £
Other debtors	-	2,547
Prepayments	9,941	7,590
	<u>9,941</u>	<u>10,137</u>
Total	<u><u>9,941</u></u>	<u><u>10,137</u></u>

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2023 (continued)

15 Creditors: amounts falling due within one year

	2023	2022
	£	£
Trade creditors	27,642	14,934
Trustee loan	10,130	10,130
Accruals	4,200	8,193
Taxation and social security	5,384	5,958
Pension creditor	2,025	2,109
Other creditors	224	743
Total	49,605	42,067

16 Restricted funds

	Balance at 01/01/2023	Income	Expenditure	Balance at 31/12/2023
	£	£	£	£
Roots & Shoots UK	148	20,226	(20,374)	-
Roots & Shoots UAE	10,391	34,375	(44,617)	149
Tchimpounga	5,756	14,576	(17,014)	3,318
Senegal	73	-	-	73
Chimp Eden	1,980	25,000	(26,264)	716
Restricted JGI UK	5,524	21,875	(27,399)	-
JGI Global DP World	-	68,750	(68,750)	-
Total	23,872	184,802	(204,418)	4,256

Restricted funds - prior year	Balance at 01/01/2022	Income	Expenditure	Balance at 31/12/2022
	£	£	£	£
Roots & Shoots UK	24,647	46,121	(70,620)	148
Roots & Shoots UAE	-	60,877	(50,486)	10,391
Tchimpounga	1,026	4,730	-	5,756
Senegal	741	765	(1,433)	73
Chimp Eden	2,245	9,199	(9,464)	1,980
Restricted JGI UK	-	21,875	(16,351)	5,524
JGI Global DP World	-	68,750	(68,750)	-
Total	28,659	212,317	(217,104)	23,872

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2023 (*continued*)

Restricted Funds Description

Roots & Shoots UK

Funds restricted by donors to support deliver of Roots & Shoots, our free environmental and humanitarian programme for young people, in the UK.

Roots & Shoots UAE

Funds restricted by donors to support deliver of Roots & Shoots, our free environmental and humanitarian programme for young people, in the UAE.

Tchimpounga

For many years the Institute has proudly supported the Tchimpounga Chimpanzee Rehabilitation Centre run by *the Jane Goodall Institute, Republic of Congo*, via our Chimp Guardian programme which offers symbolic adoptions of rescued chimps. 80% of Chimp Guardian income is donated to Tchimpounga to contribute towards providing food, medicine, enrichment and care for chimps at the centre and 20% contributes towards our costs in running and promoting the programme in the UK.

Senegal

Funds restricted for Senegal are to support the protection of the critically endangered Western chimpanzee and reversing deforestation through community led initiatives. Funds are donated to our sister organisation '*Instituto Jane Goodall*' (*the Jane Goodall Institute Spain*) which operates with a local field team in the Kédougou region of southeastern Senegal and across the border, in northern Guinea using the Tacare community conservation approach developed by Dr Jane Goodall.

Chimp Eden

Funds restricted for Chimp Eden, are to support the Chimp Eden sanctuary in South Africa. Funds are donated to the *Jane Goodall Institute South Africa* which runs the sanctuary providing a safe haven for rescued chimps from across Africa. Established in 2006, this very special sanctuary is home to chimpanzees rescued from across Africa who have survived the bushmeat trade, been orphaned, sold in illegal pet markets, or used as entertainment in circuses, beach resorts and night clubs.

Restricted JGI UK

Funds donated by DP World and restricted to support delivery of the DP World agreement.

JGI Global DP World

The Institute is proud to have developed an agreement with DP World that shares income from its funding with other JGIs around the world - as such from the first-year funding payment, £25,000 was restricted to Roots & Shoots projects in Africa and another £25,000 restricted to Roots & Shoots projects around the world (excluding the UAE and Africa). This £50,000 expenditure was held in the 'JGI Global' restricted fund prior to being donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit, to distribute to Roots & Shoots projects around the globe. As per the Agreement with DP World, a further £18,750 was donated to the Jane Goodall Institute Global to cover the resource costs of managing the Roots & Shoots international growth programme.

DP World contributed restricted funding of £125,000 across a number of the above restricted funds as follows

Roots & Shoots UK	£25,000
Roots & Shoots UAE	£21,875
Restricted JGI	£ 9,375
JGI Global	£68,750

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2023 (continued)

17 Analysis of net assets between funds

	Unrestricted	Senegal	Congo	Roots & Shoots UK	Roots & Shoots UAE	Chimp Eden	Rest JGI	Total Restricted	Total 2023
	£	£	£	£	£	£	£	£	£
Fixed Assets	1,565	-	-	-	-	-	-	-	1,565
Cash at bank	665,439	(35)	2,976	1,324	2,018	(393)	7,417	13,307	678,746
Other current assets	14,982	108	342	362	182	1,109	-	2,103	17,085
Creditors falling due within one year	(38,451)	-	-	(1,686)	(2,051)	-	(7,417)	(11,154)	(49,605)
Total net assets at 31 December 2023	643,535	73	3,318	-	149	716	-	4,256	647,791

18 Analysis of net assets between funds (prior year)

	Unrestricted	Senegal	Congo	Roots & Shoots UK	Roots & Shoots UAE	Chimp Eden	Rest JGI	Total Restricted	Total 2022
	£	£	£	£	£	£	£	£	£
Fixed Assets	3,019	-	-	-	-	-	-	-	3,019
Cash at bank	610,869	(35)	5,519	10,365	18,758	730	8,024	43,361	654,230
Other current assets	19,462	108	237	161	161	1,250	-	1,917	21,379
Creditors falling due within one year	(20,661)	-	-	(10,378)	(8,528)	-	(2,500)	(21,406)	(42,067)
Total net assets at 31 December 2022	612,689	73	5,756	148	10,391	1,980	5,524	23,872	636,561

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2023 (continued)

18 Financial commitments

As at 31 December 2023, the charity had total annual commitments under non-cancellable property leases as set out below:

	2023	2022
	£	£
Not later than one year	6,537	6,666
Within two to five years	4,950	4,068
	11,487	10,734

19 Related party transactions

For many years the Institute has offered a number of books, written by Dr Jane Goodall, for sale as a way of raising revenue for the charity and to also advance education and increase awareness of conservation issues. The books are purchased at a discounted rate (usually 50%) directly from the publisher and so any royalty benefit to Dr Goodall is likely to be small. The trustees consider that the purchase of these books and their sale is in the best interests of the charity and is permissible under the Charities Act. In 2023, the cost of books written by Dr Jane Goodall that were purchased by the Institute was £nil (2022: £824).

The Trustee loan, included within 'Creditors: amounts falling due within one year' of £10,130 (2022 : £10,130) is unsecured, interest free and repayable by agreement between The Jane Goodall Institute (UK) and the Trustee.

Dr Jane Goodall is a Trustee of JGI USA and Mary Lewis receives remuneration as a consultant for JGI USA. In 2023, the Institute donated £7,000 to the JGI Tchimpounga sanctuary via JGI USA which handles income generation for the sanctuary. During the year \$5,000 (£3,993) (2022: £4,199) was donated to the Jane Goodall Institute Uganda via JGI USA which handles income generation for the JGI Uganda office.

Trustee's made donations of £6,247 in 2023 and £29,597 in 2022.

During the year the charity purchased website design and marketing services totaling £13,200 (2022: £Nil) from Adventure Cap Ltd of which the director is the daughter of Rosemary Reed (Trustee). At the year end there were £Nil amounts outstanding (2022: £Nil).

There are no other related party transactions to note (2022: none).

Accounts



Jane Goodall Institute
UK

Annual Report and Financial Statements

Year Ended 31 December 2022

Charity Number 327858

The Jane Goodall Institute (UK)
Report and financial statements
for the year ended 31 December 2022

Contents

Page:

3	Reference and administrative information
4	Trustees' annual report • Key achievements • Fundraising • Supported programmes: • Awareness Raising for Dr. Jane Goodall, DBE and the Jane Goodall Institute UK • Plans for Future Periods
20	Independent examiner's report
21	Statement of financial activities
22	Balance sheet
23	Statement of Cash Flows
24	Notes forming part of the financial statements

The Jane Goodall Institute (UK)
Reference and administrative information
for the year ended 31 December 2022

Trustees

The Trustees at the date of this report are given below. Where the Trustee has not served throughout the financial year the date of appointment has been given:

	Date of Appointment	Date of Resignation
Dr Jane Goodall DBE, Founder, the Jane Goodall Institute & UN Messenger of Peace		
Mary Lewis - Dr. Goodall's representative - Chair		
Dr Roger Wood	25 April 2022	
Rosemary Reed	24 March 2023	

Chief Executive Officer

Corinna McShane, MSc, FRGS, FRSA

Registered Charity Number

327858

Principal Office

Suite 2, M Shed, The Shipyard, Lymington, Hampshire SO41 3YL

Banker

National Westminster Bank Plc, 1 Princes Street, London, EC2R 8ZA

Independent Examiner

Price Bailey Chartered Accountants, 8th Floor Dashwood House, 69 Old Broad Street, London, EC2M 1QS

The Jane Goodall Institute (UK)
Trustees' annual report
for the year ended 31 December 2022

The Trustees are pleased to present their report together with the financial statements of The Jane Goodall Institute (UK) ("the Institute") for the year ended 31 December 2022.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Constitution and Governance

The Institute is a registered charity in England and Wales (Number 327858), an unincorporated association regulated by a declaration of trust dated 25 May 1988. Investment powers are limited to those available under charity legislation. The power of appointing new and additional Trustees is vested in the continuing Trustees.

The Institute is one of a network of international Jane Goodall Institutes ("JGIs") in 25 countries throughout Africa, the Americas, Asia and Europe - separate organisations working together to advance Dr Goodall's vision of a better future for people, other animals and the planet we share.

The Board of Trustees is the governing body of the organisation and has legal and financial responsibility for the charity. The Board determines strategic direction, with operational leadership of the charity delegated to the Chief Executive Officer (CEO), Corinna McShane. The CEO leads the development and implementation of the Institute's long/medium-term strategy and annual business plans in accordance with the strategic direction and policy framework agreed by the Trustees.

Trustee induction, training, and remuneration

On recruitment new Trustees hold calls or meetings with key individuals in the organization and are directed towards the applicable Charity Commission guidance on their legal role and responsibilities. The trustees recognize the current need for additional trustees and plan to recruit new Trustees in line with identified skills needs (a new Trustee was appointed in early 2023 to support with income generation). All Trustees give their time freely and no Trustee remuneration was paid in the year.

Risks and mitigations

Trustees have considered the major risks faced by the Charity and have examined key controls over financial and operational systems and other business risks which the Charity faces and confirm that systems are in place to mitigate the significant risks. The Trustees have identified income generation as being the principal risk facing the charity, compounded by the current UK cost of living crisis. The trustees aim to mitigate this risk through the continued roll out of the 2022-2024 Strategic Roadmap which focuses on further strengthening the Institute's internal foundations; increasing income diversity; partnering with organisations who share the Charity's commitment to conservation and sustainability and by developing initiatives to raise awareness of the charity and its impact to new potential supporters and donors.

Principal Objectives

We refer to the guidance contained in the Charity Commission's guidance on public benefit when reviewing our aims and objectives and in planning our future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives they have set and as agreed within the 2022-2024 Strategic Roadmap, which aims to take the charity on a new journey of growth and to increase focus/support for JGI projects in Africa.

The purpose of the Institute as specified in the Trust Deed is: *"The advancement of education for the public benefit of supporting study of and research into wildlife and into conservation of wildlife in any part of the world and the dissemination to the public of the result of such study and research."* The Institute supports the delivery of a range of programmes both directly and indirectly through grants made to other Jane Goodall Institutes in Africa, in particular to:

The Jane Goodall Institute (UK)
Trustees' annual report
for the year ended 31 December 2022 (*continued*)

- support **community conservation** projects delivered by other JGIs in Africa that protect wild chimpanzees and include the needs of local people and the environment – an approach we call ‘Tacare’.
- support **JGI sanctuaries for orphan chimpanzees** illegally taken from the wild - Chimp Eden in South Africa and the Tchimpounga Chimpanzee Rehabilitation Centre in the Republic of Congo
- develop and empower **compassionate young change makers of all ages** in the UK and UAE through our free environmental and humanitarian programme, “Jane Goodall’s Roots & Shoots”
- **raise awareness in the UK** of issues such wildlife trafficking and tackling the irresponsible portrayals of chimpanzees on social media
- **share news in the UK about the chimpanzee families and on-going JGI scientific research into wild chimps in Gombe National Park, Tanzania.** This work was started by Dr Jane Goodall, DBE in 1960 and continues to this day as the longest running wild chimpanzee study in the world.

Dr Jane Goodall, DBE and UN Messenger of Peace

We remain honoured that Dr Jane Goodall continues to be a member of the Board of Trustees since the charity was founded in 1988. Dr Goodall is a world-renowned ethologist and conservationist inspiring greater understanding and action on behalf of the natural world.

Dr Goodall is known for her ground-breaking studies of wild chimpanzees in Gombe Stream National Park, Tanzania, which forever changed our understanding of our relationship to the rest of the animal kingdom. Dr Goodall’s work builds on scientific innovations, growing a lifetime of advocacy including trailblazing efforts through the Jane Goodall Institute which has Institutes in 25 countries advancing community-led conservation, animal welfare, conservation science, and youth empowerment. Dr Goodall is growing the next generation of compassionate changemakers through the “Jane Goodall’s Roots & Shoots” environmental and humanitarian youth programme, now active in over 65 countries.

In 2021 Dr Goodall was the recipient of the prestigious *Templeton Prize* which honours individuals whose exemplary achievements harness the power of the sciences to explore the deepest questions of the universe and humankind’s place and purpose within it. Due to pandemic restrictions, the presentation of the prize by the US based The John Templeton Foundation took place this year and the Institute was pleased to support delivery of the award event at the Natural History Museum in May 2022.

In 2022 Dr Goodall was humbled to be awarded the *Stephen Hawking Medal for Science Communication* at the sixth Starmus Festival, presented in London in November 2022. Dr Goodall was also thrilled to be named 'Queen of the Jungle' by the *Oldie of the Year Awards* celebrating the best of the older generation.

During the year, two product partnerships developed by our sister organisation, the Jane Goodall Institute USA, were available to purchase worldwide including within the UK. Dr Goodall was honoured to be portrayed as a Barbie doll, the first in their Inspiring Women Series to be made from recycled materials. Dr Goodall was also delighted to be portrayed as a Lego figure person released on International Women’s Day in 2022 - the first Lego tribute collector’s set to feature a living featuring several elements made from plant-based plastic, produced using sustainably sourced sugarcane.

ACHIEVEMENTS AND PERFORMANCE

KEY ACHIEVEMENTS

With the arrival of our new CEO in May 2021, as detailed in last year's "Plans for Future Periods" work has continued internally during 2022 to streamline existing/establish new internal processes and to take the charity on a new journey of growth. As such during the year we embarked on a range of exciting new initiatives (all proudly developed and designed in house) that effectively relaunched the charity. Further detailed is provided throughout this report but in summary:

- Our stunning **new website** was launched (with the same web address), full of colourful updates and videos about and information about our work in the UK and Africa and information about Dr Goodall. The site also has an in-built accessibility tool with a range of features for those who have sight impairment, dyslexia, epilepsy and ADHD. www.janegoodall.org.uk
- We launched a **new brand** (featured on the cover of this report) which reflects the interconnectedness of animals, people and the environment. We also delivered a powerful new tagline - "*Inspiring Hope Through Action*".
- Our **Chimp Guardian programme** which offers symbolic adoptions of rescued chimpanzees at the JGI Tchimpounga sanctuary, was totally revamped including new branding, new chimpanzees and an enhanced range of benefits digitally delivered to reduce our impact on the environment.
- We were thrilled to announce an increased focus on supporting **community conservation projects in Africa** run by sister Jane Goodall Institutes, enabling us to tackle conservation challenges from a number of different angles.
- We developed a new **digital supporter e-newsletter**, Hope Times packed with news about how donor support is making an impact in the UK and Africa, together with news about Dr Goodall and our core programmes.
- We also launched a new **sustainable clothing and bag range** for men, women and children from organic cotton using renewable energy in a factory audited for a wide range of social and sustainability criteria. Each item is printed to order in the UK by Teemill. All items are GM/animal-derived products free, not tested on animals and sent in non-plastic packaging.

The charity's relaunch was celebrated at a sell-out event with Dr Goodall ('*An Evening of Hope*') at the prestigious Royal Geographical Society on November 30 2022.

In recent years, the priority focus for the Institute had been on delivering our environmental and humanitarian programme for young people, "**Jane Goodall's Roots & Shoots**" (Roots & Shoots) in the **UK** and the **UAE** and supporting the JGI Tchimpounga sanctuary through our Chimp Guardian programme. The Institute now has an increased focus on supporting JGI projects in Africa and as detailed on following pages we are thrilled to be helping animals, people and the environment in many different ways - from protecting wild chimpanzees in **Senegal**, supporting girls to stay on at school in rural **Uganda**, supporting JGI sanctuaries for rescued chimps in South Africa and the **Republic of Congo** and through the DP World funding, developing Roots & Shoots across Africa and around the world.

The team at the Institute is small in comparison to many other UK conservation/environmental charities (with just 4.8 FTE in post during 2022) but it punches above its weight in terms of the scope and impact of its activities. All members of the team are home based primarily in London, with a small administration office run by our Office Administrator in Lympington, Hampshire. Staff salaries are set in line with wider sector knowledge and experience.

The Board would like to thank our staff team for their continued dedication to the charity and our Chimp Guardians, donors and supporters for their on-going support which is greatly appreciated.

The Jane Goodall Institute (UK)
Trustees' annual report
for the year ended 31 December 2022 (*continued*)

FUNDRAISING

The Institute does not receive any government income and relies on the kind generosity of individuals and companies to fund its work. The Institute's staff team seek support from individuals, companies and charitable trusts whenever possible, as it is without any full-time fundraising team resource. As detailed on page 4 the Trustees have identified income generation as being the principal risk facing the charity, compounded by the current UK cost of living crisis

The charity understands its duty to protect the public, including vulnerable people, from unreasonably intrusive or persistent fundraising approaches and undue pressure to donate. During the year the charity did not receive any complaints in relation to its fundraising practices. (In early 2023, the Institute was proud to register with the 'Fundraising Regulator', the independent regulator of charitable fundraising. Being registered means we are committed to its Fundraising Promise which outlines our commitment to donors and the public).

Our new website significantly streamlined online donation and Gift Aid procedures, improving the donor journey and reducing internal processing time. A temporary Fundraising Assistant was employed for a three-month period to deliver a substantial redevelopment of our supporter database and to support the delivery of our new sustainable clothing range. During the year the charity received income from a range of sources:

- **Legacies:** as always, we remain hugely grateful to all those who so kindly remember the Institute in their wills. In 2022 we were touched to have been left a legacy donation by Thomas Hugh Bickerton totalling 5,000 Euros, which we received with very grateful thanks.
- **Events:** during our 'Evening of Hope' on November 30 at the Royal Geographical Society, attendees heard about our work from our CEO and were enthralled by stories from Dr Goodall about her childhood, Gombe and her reasons for hope. We are so grateful to everyone who bought a ticket to attend and generously bid on our auction items. Huge thanks to our wonderful host Peter Egan; our fabulous auctioneer Dan Hatfield; our special guest Ellie Goulding and to Fearne Cotton and Sophie Green for donating their beautiful paintings for our auction, which together with other items raised an incredible £53,250 for our charity!
- **Speaker donations:** the Institute is hugely grateful to Board Member Dr Goodall DBE, for undertaking several online events and talks with UK and UAE based organisations during the year that generate an incredible £253,941 (2021 – £62,814) in donations to the charity.
- **Merchandise:** as planned, during the year we sourced a new sustainable supplier (Teemill) to produce a range of tops and tote bags (using unique JGI designs) from organic cotton using renewable energy in a factory audited by them for a wide range of social and sustainability criteria. Each item is printed to order in the UK. All items are GM/animal-derived products free, not tested on animals and sent in non-plastic packaging.
- **Chimp Guardian:** For many years the Institute has encouraged its supporters to become Chimpanzee Guardians to support the work of the JGI Tchimpounga Chimpanzee Rehabilitation Centre in the Republic of Congo (see page 10) and this remains a priority for the charity. We are very proud to have re-launched the programme in 2022, featuring several new chimpanzees (including the world-famous rescued chimpanzee, Wounda) and an enhanced range of benefits digitally delivered to reduce our impact on the environment. 80% of Chimp Guardian income is donated to Tchimpounga to contribute towards providing food, medicine, enrichment and care for chimps at the centre and 20% contributes towards our costs in running and promoting the programme in the UK. In January 2023, the Institute donated £4,000 to Tchimpounga from Chimp Guardian income raised in 2022. Much activity was also undertaken throughout the year to raise awareness of the sanctuary's work to Chimp Guardians, supporters and the public.

The Jane Goodall Institute (UK)
Trustees' annual report
for the year ended 31 December 2022 (*continued*)

- **Membership:** as detailed in last year's annual report, the efficacy of operating a Membership scheme was reviewed and we made the difficult decision to close our Membership scheme in 2022. We are so grateful to all Members that have kindly supported the Institute over many years but sadly it is no longer cost effective to continue this scheme. We are very grateful to those Members that have continued to support the Institute as either donors or Chimp Guardians.
- **London marathon:** we were thrilled to have our first London Marathon charity place for some years and we were delighted that this was used by DP World employee Neil Blow who raised a fantastic £2,186 for our work.
- **Jane Goodall's Roots & Shoots:** the Board is extremely grateful to DP World; Montessori; National Geographic Kids; St George's House Windsor Castle; Stewart McPherson, RSPCA, Earthwatch, Besureis, Hanworth and the Don Hanson Charitable Foundation for their continued support of Roots & Shoots in the UK and the UAE.
- **Corporate donations:** during the year it was a pleasure to work with some new corporate partners who very generously donated towards our work, including *Lego* and *Stella McCartney Beauty*.
- **DP World:** In September 2021, we were delighted to announce an exciting three-year partnership with DP World, focusing on supporting the growth of "Jane Goodall's Roots & Shoots" in the UAE/around the world and aiding the development of the Institute in the UK.
 - DP World are a global port, logistics, trade organisation headquartered in Dubai, with over 50,000 staff in 55 countries. DP World are committed to conservation and sustainability and have long term partnerships with a range of leading organisations including Tusk Trust, ZSL and United for Wildlife.
 - As detailed in the Accounts, a second-year funding payment of £250,000 was received from DP World during 2022 (£125,000 of this income is restricted). The Institute is very proud to have developed an Agreement with DP World that shares this income with other JGIs around the world - as such from the second-year funding payment, £25,000 was restricted to Roots & Shoots projects in Africa (as detailed on page 11) and another £25,000 restricted to Roots & Shoots projects around the world (excluding the UAE and Africa), as detailed on page 14.
 - As shown on pages 31 and 32, this £50,000 expenditure was donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit, to distribute to Roots & Shoots projects around the globe. As per our Agreement with DP World, a further £18,750 was donated to the Jane Goodall Institute Global to cover the resource costs of managing the Roots & Shoots international growth programme.
 - The Board is very grateful for DP World's very generous support.

The Jane Goodall Institute (UK)
Trustees' annual report
for the year ended 31 December 2022 (continued)

SUPPORTED PROGRAMMES

As detailed on page 5, the Institute supports the delivery of a range of programmes delivered directly and indirectly via grants to other Jane Goodall Institutes in Africa, to benefit people, animals and the environment in the UK, Africa and around the world as follows:

SUPPORTING COMMUNITY CONSERVATION AND JGI SANCTUARIES FOR ORPHAN CHIMPANZEES IN AFRICA

In recent years, the priority focus for the Institute had been on delivering our environmental and humanitarian programme for young people, “*Jane Goodall's Roots & Shoots*” in the UK and the UAE and supporting the JGI Tchimpounga sanctuary through our Chimp Guardian programme. Other JGI projects in Africa were also supported financially when possible, on an ad-hoc basis.

The Institute's new CEO joined in May 2021 with a remit from Dr Goodall and the Board to take the charity on a new journey of growth and to increase focus and support for JGI projects in Africa. As such as detailed in last year's report, Senegal and the Chimp Eden Sanctuary in South Africa were identified by the Board of Trustees as priority support areas to support in 2021 and beyond. In July 2022, the Institute expanded its support to also include supporting a long-standing JGI project focused on supporting girls to stay on at school in rural Uganda. Throughout the year the Institute has shared news of the projects it supports in Senegal, South Africa and Uganda with supporters via social media and its Hope Times newsletter.

During 2022, the Institute was proud to support the following programmes and activity in Africa, totaling £80,854 (2021, £89,892) in financial support (in addition as detailed on page 11, a further £25,000 from DP World funding in 2022 supported the development of Roots & Shoots across Africa and in January 2023 the Institute donated £4,000 from funds raised via its Chimp Guardian programme in 2022):

Senegal: helping to protect the Critically Endangered Western chimpanzee in Senegal and reversing deforestation through community led initiatives.

- Our sister organisation ‘*Instituto Jane Goodall*’ (the Jane Goodall Institute Spain) operates with a local field team in the Kédougou region of south eastern Senegal and across the border, in northern Guinea using the Tacare community conservation approach developed by Dr Jane Goodall. Using cutting-edge technology and experienced Senegalese field assistants, the team based at the Dindéfelo Biological Station non-invasively monitor the local chimpanzee population and their habitat in the Dindéfelo Community Nature Reserve.
- The collected data not only contributes to the scientific knowledge of the ecology, behaviour and culture of the Western chimpanzee but also helps guide the team and local authorities with their conservation planning to protect these primates and their habitat, and to mitigate negative interactions between humans and chimpanzees.
- We are delighted that our funding in 2022 helped support the expansion of this very valuable work into two new areas adjacent to Dindéfelo - Dakateli and Fongolimbi. £25,412 (2021, £34,390) was donated to the Jane Goodall Institute Spain to support Senegal in 2022.

South Africa: supporting the JGI Chimp Eden sanctuary for rescued chimps

- Chimp Eden, run by the *Jane Goodall Institute South Africa* provides a safe haven for rescued chimps from across Africa. Whilst South Africa is not in the chimpanzee range, this special sanctuary established in 2006 is home to chimpanzees rescued from across the continent who have survived the bush meat trade, been orphaned, sold in illegal pet markets, or used as entertainment in circuses, beach resorts and night clubs.
- Before the pandemic Chimp Eden's visitor income covered much of their operational expenses but in 2022 tourist numbers were still severely below pre-Covid levels so the sanctuary was in urgent need of financial support.
- We were very proud to provide much needed funding - £37,287 (2021, £33,890) was donated to the Jane Goodall Institute South Africa for Chimp Eden in 2022.

The Jane Goodall Institute (UK)
Trustees' annual report
for the year ended 31 December 2022 (*continued*)

Republic of Congo: *the JGI Tchimpounga Chimpanzee Rehabilitation Centre*

- For many years the Institute has proudly supported the Tchimpounga Chimpanzee Rehabilitation Centre run by *the Jane Goodall Institute, Republic of Congo*, via our Chimp Guardian programme which offers symbolic adoptions of four rescued chimps. As detailed on page 7, we are very proud to have re-launched the programme in 2022 to include new chimps and an enhanced range of benefits digitally delivered to reduce our impact on the environment.
- Often orphaned by the international commercial bushmeat and pet trades, these chimpanzees receive expert care and rehabilitation by Tchimpounga's staff and are integrated into new chimpanzee families.
- Tchimpounga is surrounded by 129,000 acres of dense rainforest and savannah. Founded in 1992 it is one of the largest chimpanzee sanctuaries in Africa having provided care to more than 200 individuals since it opened. Chimpanzees are cared for at a main sanctuary site, as well as three forested islands (Tchibebe, Tchindzoulou, and Ngombe) chosen for the natural protection they provide. The undisturbed forests of the islands provide a wealth of food and habitat to support healthy, secure living in a near-wild environment for the chimpanzees who are released there.
- No two chimpanzee stories at Tchimpounga are the same. Staff carefully assess and monitor the health of each individual, while also learning their patterns of behaviour and personality. Individual care plans are developed for each chimpanzee while supporting and ensuring their welfare as they are integrated into communities of other chimps, most of whom are unrelated to one another.
- 80% of Chimp Guardian income is donated to Tchimpounga to contribute towards providing food, medicine, enrichment and care for chimps at the centre and 20% of contribute towards our costs in running and promoting the programme in the UK. In January 2023 (therefore not included within the £80,854 donated to Africa programmes by the Institute in 2022) the Institute donated £4,000 from funds raised via its Chimp Guardian programme in 2022 (2021, £11,915, of which £8,117 related to 2020) to Tchimpounga (via JGI USA which handles income generation for the sanctuary).
- and raised awareness of the sanctuary's work to Chimp Guardians, supporters and the public throughout the year.

Uganda: *reducing school drop-out rates for girls in rural areas*

- In places like Uganda, girls that stay on a school and enter work, are less likely to marry young and more likely to have fewer children. Local economies are boosted, pressure on natural resources is reduced. The outlook for everyone - communities, habitats and wildlife is improved.
- However, in 2019 Uganda's Ministry of Education stated that nearly 25% of girls between the ages of 12 and 18 drop out of school once they begin menstruating.
- In 2022 we were so pleased to be able to start contributing towards *the Jane Goodall Institute Uganda's* long running project aimed at increasing school completion rates through the provision of underwear, sanitary pads and school supplies. A key part of the programme involves making reusable sanitary pads via in school training workshops held for pupils. In addition to learning how to make and use reusable pads, advice is also given on menstrual hygiene and reproductive health. After the workshop, participants are given books, geometric sets and pens to help support their studies.
- In 2023 boys are now also being integrated into these activities in order to reduce the stigmatisation of girls during their period and to teach them how to support their sisters, friends, and classmates.
- \$5,000 (£4,199) was donated to the Jane Goodall Institute Uganda (via JGI USA which handles income generation for the JGI Uganda office) to support this programme in 2022.

The Jane Goodall Institute (UK)
Trustees' annual report
for the year ended 31 December 2022 (*continued*)

SUPPORTING THE GROWTH OF "JANE GOODALL'S ROOTS & SHOOTS" IN AFRICA

- "Jane Goodall's Roots & Shoots" is a worldwide movement across more than 65 countries empowering young people of all ages to deliver meaningful positive impact in their local communities to help make the world a better place for all – animals, people and the environment. In 2021, the Roots & Shoots programme had more than 10,000 groups around the world involving more than one million people.
- As detailed on page 8 in 2021, the Institute announced an exciting three-year partnership with DP World, focusing on supporting the growth of Roots & Shoots in the UAE/around the world and aiding the development of the Institute in the UK. The Institute is very proud to have developed an agreement with DP World that shares this income with other JGIs around the world - £25,000 from each year of the three-year funding will be allocated to Roots & Shoots projects in Africa (another £25,000 is restricted to Roots & Shoots projects around the world excluding the UAE and Africa). As per our Agreement with DP World, these funds are donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit, to distribute to Roots & Shoots projects in Africa.
- The £25,000 donated to the Jane Goodall Institute Global for 2021 detailed in last year's Annual Report was also distributed in 2022. As such a total of £50,000 was available for allocation to Roots & Shoots projects in Africa in 2022 via a formal application process (managed by the Jane Goodall Institute Global, with input from JGI UK) open to all countries with a JGI/Roots & Shoots presence in Africa. After a rigorous selection process, we are delighted that each of the following countries were given a \$5.5k grant in 2022:
 - ***Democratic Republic of Congo (2021 funding)***: this grant supported the coordination and growth of Roots & Shoots in Eastern DRC. Volunteer coordinators were recruited and 12 Roots & Shoots clubs were launched in Goma and Butembo, engaging 600 young people. In addition, 700 trees were distributed in local communities.
 - ***South Africa (2021 funding)***: this grant enabled the expansion of Roots & Shoots to three new vulnerable communities within the Mpumalanga province, engaging 236 children, 83 parents, plus an additional 52 community members. The funding also assisted the creation of three hectares of food gardens and supported the establishment of two new community libraries within the Ngodini and Elandshoek communities.
 - ***Rwanda (2022 funding)***: this grant will be used to support Roots & Shoots groups at 10 schools located in two provinces, including environmental education activities and events outside of the classroom such as small field trips, community service projects and environmental awareness campaigns. Funds will also be used to implement hands-on projects, including a tree plantation project.
 - ***Senegal (2022 funding)***: this grant aims to engage with young people living in challenging circumstances where impoverished communities are affected by climate change and not all children are able to attend school. These funds will be used over a seven-month period to support three part-time Roots & Shoot leaders who will carry out projects, train local leaders in rural communes and supervise activities each month in different villages in the biodiverse Kedougou region. The project aims to carry out regular environmental education activities for over 300 children/young people in three communes, regarding the understanding, appreciation and protection of the environment and all living beings.
- In addition, income from the above £50,000 also funded the creation of **two new part time Roots & Shoots Coordinator roles** based in the Democratic Republic of Congo and in Tanzania. These very impactful new posts will support the growth of Roots & Shoots across Africa. The development of the programme in new countries such as Egypt, Zimbabwe, Malawi has started in earnest with the new coordinators engaging with new contacts in these locations.

The Jane Goodall Institute (UK)
Trustees' annual report
for the year ended 31 December 2022 (*continued*)

DEVELOPING COMPASSIONATE YOUNG CHANGE MAKERS IN THE UK AND UAE THROUGH OUR FREE ENVIRONMENTAL AND HUMANITARIAN PROGRAMME, "JANE GOODALL'S ROOTS & SHOOTS"

Jane Goodall's Roots & Shoots (Roots & Shoots) is a worldwide movement across more than 65 countries empowering young people to deliver meaningful positive impact in their local communities. In 2021, the Roots & Shoots programme had more than 10,000 groups around the world involving more than one million people.

Roots & Shoots is one of the Institute's core programmes which we directly deliver in the UK and the UAE.

The programme empowers young people of all ages (and an increasing number of adults) to become involved in hands on projects to benefit their local community, animals (including domestic animals) and the environment, leading them to become better, more informed global citizens.

During the year the Roots & Shoots team in the UK was restructured with a view to increasing staff resources to help the programme grow. Jasmina Georgovska (previous Executive Assistant for the Roots & Shoots Executive Director) was promoted to Schools Liaison Officer and Claire Quarendon's role as Office Administrator for the Jane Goodall Institute UK was amended to include administrative support for Roots & Shoots. Alongside this, investment into increased marketing and promotion took place, including the development of a colourful new guide to Roots & Shoots which was issued electronically to potential new schools in the UK in November. It is very pleasing to see that this publication has been successful in encouraging new school sign-ups in 2023.

By the end of 2022, 1515 schools and colleges were registered members of Roots & Shoots in the UK, with a further 150 school members in the UAE.

Through participation in group activities at schools, colleges, universities and in the wider community, the programme also helps young people develop transferable skills including relationship building, teamwork, leadership, communication, planning and lifeskills such as respect, confidence and compassion. As a result, young people are more aware, better informed and more proactive in their influence on their environment through involvement with the programme.

The Jane Goodall Institute (UK)
Trustees' annual report
for the year ended 31 December 2022 (*continued*)

New resources

The “Jane Goodall’s Roots & Shoots” programme provides a wide range of free resources that can be downloaded from our website and carried out either as individual or group activities within schools and other settings.

During 2022 the following resources were produced kindly sponsored by DP World as part of their support as detailed on page 8. In addition to producing these resources for our own Roots & Shoots programmes in the UK and the UAE, we were also delighted to translate them into seven other languages (Arabic, French, German, Hindi, Mandarin, Spanish, Swahili) for use by other Roots & Shoots groups around the world

- *Sustainable shipping*: students learn to research the impact of shipping and design a model ship of the future
- *A Tale of Two Ports*: focuses on the development and difference between Liverpool, one of the busiest in the UK and Jebel Ali, one of the largest ports in Dubai.
- *Warm seas, Cold seas, Ocean currents*: includes simple experiments explaining the basics of ocean currents and the conditions plant life needs to thrive and how this relates to water temperature. Students learn the impact this has on the diversity and location of marine life.
- *Ocean Life*: compares the northern North Atlantic and northern Indian Ocean, exploring their marine life and the effects of climate change on life in our oceans.
- *Aquaculture*: focuses on the environmental impact of aquaculture and ways that students can make a difference through healthier eating choices.
- *Commercial Fishing*: this resource examines the fishing industry and suggests choices that students can take to help steer it into more sustainable practices.

The Twinning Programme

A number of Roots & Shoots schools across the UK and UAE were selected to take part in the Twinning programme where schools share their projects, culture, ideas and resources with one another, across the Ocean. Special attention is paid to pairing respective schools to most effectively match their age, circumstances, projects and locations.

Roots & Shoots Partnerships

The Institute is grateful for the support of the following key long standing partners that support Roots & Shoots:

- Earthwatch offer fully funded expedition places to a selected number of Roots & Shoots teachers;
- National Geographic Kids provide prizes for the Roots & Shoots Annual Awards and feature articles about both Dr Jane Goodall and the programme in their popular magazine;
- RSPCA provide prizes for the Most Outstanding Group at our Roots & Shoots Annual Awards which normally involves a trip to Mallydams Wood or one of their centres in the UK;

Smaller partnerships have included Leicester Council who have assisted with getting local schools involved with Roots & Shoots; Andover Trees United who have brought together local government and community organisations for tree planting projects as well as celebrating the annual global Roots & Shoots Peace Day on September 21 (Dr. Goodall was appointed a UN Messenger of Peace by the late UN Secretary General Kofi Annan in 2002 and each year we honour the UN Day of Peace on 21st September); Beyond Cop 21 has provided a platform to give presentations at key events and host an exhibition stand; Liberty Arts Yorkshire/ STEM Theatre in a Box has produced an educational theatre box, featuring Dr Jane Goodall as the main character and hence promoting Roots & Shoots through theatre in local schools which has proved extremely popular and soon to be expanded to other boroughs.

The Jane Goodall Institute (UK)
Trustees' annual report
for the year ended 31 December 2022 (continued)

SUPPORTING THE GROWTH OF "JANE GOODALL'S ROOTS & SHOOTS" AROUND THE WORLD

- As detailed on page 8 in 2021, the Institute announced an exciting three-year partnership with DP World, focusing on supporting the growth of Roots & Shoots in the UAE/around the world and aiding the development of the Institute in the UK. The Institute is very proud to have developed an agreement with DP World that shares this income with other JGIs around the world - £25,000 from each year of the three-year funding will be allocated to Roots & Shoots projects around the world (excluding the UAE/Africa) and another £25,000 is restricted to Roots & Shoots projects in Africa). As per our Agreement with DP World, these funds are donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit, to distribute to Roots & Shoots projects in Africa.
- The £25,000 donated to the Jane Goodall Institute Global for 2021 detailed in last year's Annual Report was also distributed in 2022. As such a total of £50,000 was available for allocation to Roots & Shoots projects around the world in 2022 via a formal application process (managed by the Jane Goodall Institute Global, with input from JGI UK) open to all countries with a JGI/Roots & Shoots presence around the world (excluding Africa and the UAE). After a rigorous selection process, we are delighted that each of the following countries were given a \$5.5k grant in 2022:
 - **Argentina (and Latin America)** – 2021 & 2022 grant
 - **Australia** - 2022 grant
 - **Chile** – 2021 grant
 - **China** – 2021 grant
 - **France** – 2022 grant
 - **Germany** – 2021 grant
 - **Italy** – 2022 grant
 - **Spain** – 2021 grant
 - **South Korea** – 2022 grant
 - **Turkey** – 2021 & 2022 grant

RAISING AWARENESS IN THE UK OF ISSUES SUCH WILDLIFE TRAFFICKING AND SHARING NEWS ABOUT ON-GOING JGI SCIENTIFIC RESEARCH INTO WILD CHIMPS IN GOMBE.

There are 25 Jane Goodall Institutes (JGIs) around the world working together to advance Dr Goodall's vision of a better future for people, other animals and the planet we share. In 2019, JGIs around the world joined forces to launch our first global campaign – *Forever Wild*, aiming at tackling the irresponsible portrayals of chimpanzees on social media. During 2022, the Institute continued to raised awareness of this campaign via a dedicated new website page, updates in the Hope Times newsletter and social media posts. Each year the Institute also celebrates two very special days linked to Dr Goodall's work and role as a UN Messenger of Peace – World Chimpanzee (July 14) and World Peace Day (September 21), with a particular focus on engaging & Shoots members in the UK and UAE.

Trophy hunting is an issue very close to the hearts of our supporters. According to WWF's Living Planet Report 2022, there has been a shocking 69% average decline in globally monitored populations of vertebrates (mammals, birds, amphibians, reptiles and fish) since 1970. Species most popular with British trophy hunters, such as lions, elephants and rhinos are among those experiencing some of the greatest declines. In November 2021, Dr Goodall addressed MPs and Lords at a 'Ban Trophy Hunting' event in Parliament in support of *The Hunting Trophies (Import Prohibition) Bill*, prohibiting the import of hunting trophies into Great Britain. In January 2022 Dr Goodall was interviewed by Channel 4 news regarding her support for the ban and throughout the year the Institute shared news of the Bill with its supporters. (We are delighted that the Bill put forward by MP Henry Smith, was approved by MPs on March 17th! The Bill has now moved to the House of Lords, where it will be debated, voted on and hopefully pass into law).

The Institute is also proud to share news throughout the year with supporters and the wider public about the chimpanzee families and on-going JGI scientific research into wild chimps in Gombe National Park, Tanzania. This work was started by Dr Goodall in 1960 and continues to this day as the longest running wild chimpanzee study in the world.

The Jane Goodall Institute (UK)
Trustees' annual report
for the year ended 31 December 2022 (*continued*)

PROFILE RAISING

Despite the Institute lacking dedicated marketing or communications staff (or agency support) its new CEO brought much expertise in this area, so a significant amount of progress was made in 2021. Reflecting the Board's acknowledgement that raising awareness and increasing engagement is one of the keys to growth, the organisation was delighted to use unrestricted funds from the DP World funding to recruit its first ever Marketing & Communications Officer in January 2022 – much progress has been made during the year to further develop our social media presence and increase our follower numbers.

The final quarter of 2021 was dominated in a very positive way by the launch of Dr Goodall's new book in October - *"The Book of Hope: A Survival Guide for Trying Times"*. The CEO worked very closely with the Office of the Founder and publishers to support delivery of the largest UK media campaign ever generated for any of Dr Goodall's many books. An immense amount of coverage was generated during this period, significantly helping to increase awareness of Dr Goodall and the charity in the UK. During 2022 this momentum was continued with a range of high-profile media activity involving Dr Goodall including:

- the focus of a multi-page feature in *The Lady*
- interviewed by *The Times*
- interviewed by Elizabeth Day for her popular podcast, *'How to Fail'*
- focus of an in-depth TV interview for *'Emma Barnett Meets'*
- the City of Women London project (supported by Emma Watson) renamed Regents Park tube station 'Jane Goodall' for International Women's Day
- interviewed on *Times Radio* by Mariella Frostrup
- the focus of a multi-page interview by Livia Firth in *Vogue Arabia*
- interviewed by Euronews for their *Ocean Calls* podcast
- featuring in Hillary Clinton and Chelsea Clinton's new TV docuseries *"Gusty"*
- the focus of a multi-page interview in *Resurgence & Ecologist*
- interviewed by *The Sunday Times*
- interviewed for the Boxing Day edition of the *World at One* programme on Radio 4

PLANS FOR FUTURE PERIODS - 2023

In line with the Institute's strategic roadmap for 2022-2024, activity will be based around the following main areas in 2023

Strengthening the foundations for increased growth

- Further streamlining of internal processes
- Continue to supporting the staff team with on-going training and development
- Securing experienced HR consultant support to update existing policies
- Recruiting new Trustees in line with identified skills needs
- Undertake a major review of the substantial archives held at the Institute's administration office in Lymington

Income Generation

- Supporting delivery of the final year of our flagship partnership with DP World
- If funding permits, recruit freelance fundraising resource to explore expanding the Institute's legacy service
- Support delivery of the Stella McCartney Beauty campaign featuring Dr Goodall launching in early 2023
- Continue to develop new corporate partnerships with organisations that share our values
- Continue to promote Chimp Guardianship
- Develop plans around Dr Goodall's 90th birthday in 2024
- Register with the 'Fundraising Regulator', the independent regulator of charitable fundraising.

Supporting community conservation and JGI sanctuaries for orphan chimpanzees in Africa

- Continue to supply financial grants (subject to income) for JGI community conservation projects supporting animals, people and the environment in Senegal, South Africa and Uganda
- Continuing to support the Tchimpounga Chimpanzee Sanctuary in the Republic of Congo through donating 80% of the Institute's Chimp Guardianship income.

Supporting the growth of Roots & Shoots in Africa

- Support the delivery of the final year of DP World grants to "Jane Goodall's Roots & Shoots" projects in Africa and the funding of the two part time Roots & Shoots Coordinator roles in the Democratic Republic of Congo and Tanzania (see pages 11 and 14).

The Jane Goodall Institute (UK)
Trustees' annual report
for the year ended 31 December 2022 (*continued*)

Delivering “Jane Goodall’s Roots & Shoots” in the UK and the UAE

- Seek feedback from Roots & Shoots UK school members via an in-depth survey to assess and improve our Roots & Shoots offering.
- Implement improvements to the UK programme where possible according to survey feedback.
- Continue to increase the number of Roots & Shoots groups in the UK
- Continue to implement projects funded by DP World, including the creation of new resources in the areas of sustainable shipping, ocean life and commercial fishing Illegal Wildlife Trafficking; Climate Change: Flooding and Drought.
- Delivering the annual Roots & Shoots awards events in both the UK and the UAE
- Increase Roots & Shoots awareness and engagement via social and other media
- Expanding the Twinning programme between the UK and UAE
- Explore opportunities for new partnerships and additional long-term funding of the programme in the UK and UAE
- Rebrand the programme in line with rebranding of the Institute which took place in 2022

Supporting the growth of “Jane Goodall’s Roots & Shoots” around the world

- Support the delivery of the final year of DP World grants to Roots & Shoots projects around the world (excluding the UAE and Africa), see page 14.

Raising awareness in the UK of issues such wildlife trafficking and sharing news about the chimpanzee families and on-going JGI scientific research into wild chimps in Gombe.

- Continue to share news throughout the year with supporters and the wider public about research activities in Gombe
- Celebrate two very special days linked to Dr Goodall’s work and role as a UN Messenger of Peace – World Chimpanzee (July 14) and World Peace Day (September 21), with a particular focus on engaging our Roots & Shoots members in the UK and UAE.
- Supporting JGI global campaigns relating to animal welfare, conservation and environmental protection, such Forever Wild.
- Join the Climate Coalition, the UK's largest group of people dedicated to action against climate change.

Awareness Raising for Dr. Jane Goodall, DBE and the Jane Goodall Institute UK

- Recruit new high-profile Ambassadors for the Institute that share our values to can help the charity engage with new audiences
- Develop and support delivery of media activity that increases awareness of Dr Goodall and the Jane Goodall Institute in the UK.
- Continue to deliver improvements made with social media activity
- Support the delivery and promotion of high-profile projects involving Dr Goodall such as the new CGI series 'Jane's Animal Adventures' launching in 2023.

FINANCIAL REVIEW

Once again, we have seen a pleasing uplift in our 2022 income compared to the previous year, with £762,378 versus £594,365 in 2021. This increase is largely due to the very successful relaunch event held at the Royal Geographical Society in November 2022; corporate income and donations generated from online events & talks undertaken by Dr Goodall with UK based organisations during the year. During the year, the Institute gratefully received the second-year funding income from DP World of £250,000 (2021, £250,000).

The Trustees have continued to commit more of the Institute's expenditure each year to charitable activities than is spent on its fundraising and overheads. The Institute continues to closely monitor expenditure and to minimise costs incurred other than those directly related to charitable activities. Expenditure on charitable activities for the year amounts to £429,297 (2021 - £386,083) and other expenditure to £81,299 (2021 - £44,284).

Overall expenditure totalled £510,596 (2021 - £430,367), resulting in a surplus for the year of £251,782 (2021- £163,998 surplus), however a proportion relates to the residue of the funding income from DP World carried forward for spending in 2023.

The accumulated funds at 31 December 2022 amount to £636,561 (2021 - £384,779).

Reserves policy

It is the policy of the Institute to hold unrestricted funds, its free reserves, equivalent to between six- and twelve-month's unrestricted expenditure, so as to provide only such funds as are necessary to cover management and administration costs, both planned and unforeseen, and to cover project costs.

At the balance sheet date, the Institute held unrestricted funds of £612,689 (2021: £356,120). This represents 25 months of unrestricted expenditure at 2022 levels.

Trustees' responsibilities in relation to the financial statements

Law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the charity's financial activities during the year and of its financial position at the end of the year. In preparing those financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable accounting standards and statements of recommended practice have been followed subject to any departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The Trustees are responsible for keeping accounting records which disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (issued in October 2019).

The annual report on pages 4 to 18 was approved by the trustees, as a body, and signed on their behalf by:

Mary Lewis

Mary Lewis (Oct 10, 2023, 10:11am)

Mary Lewis
Trustee

Date:

The Jane Goodall Institute (UK)
Independent examiner's report
To the Trustees of The Jane Goodall Institute (UK)

I report to the trustees on my examination of the accounts of The Jane Goodall Institute (UK) ("the Institute") for the year ended 31 December 2022, which are set out on pages 20 to 29.

This report is made solely to the charity trustees, as a body, in accordance with Regulation 31 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the charity's trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity's trustees as a body, for my work, for this report, or for the statement I have made.

Responsibilities and basis of report

As the charity trustees of the Institute, 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 Institute's accounts carried out under section 145 of the 2011 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

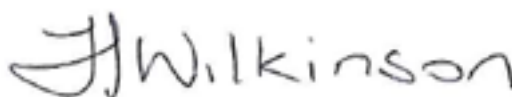
Since the Institute's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the list bodies. 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:

- 1 accounting records were not kept in respect of the Institute 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; or
- 4 the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102).

I have no concerns and 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.

Helena Wilkinson FCA DChA

Date: 11 October 2023



Tennyson House
Cambridge Business Park
Cambridge
CB4 0WZ

The Jane Goodall Institute (UK)
Statement of Financial Activities
for the year ended 31 December 2022

	Notes	Unrestricted funds £	Restricted funds £	Total 2022 £	Unrestricted funds £	Restricted funds £	Total 2021 £
Income from:							
Donations and legacies	2	368,649	87,317	455,966	265,118	57,855	322,973
Charitable Activities	3	125,000	125,000	250,000	125,000	125,000	250,000
Other trading activities	4	55,524	-	55,524	20,867	500	21,367
Investments		888	-	888	25	-	25
Total income		550,061	212,317	762,378	411,010	183,355	594,365
Expenditure on:							
Raising funds	6	75,350	5,949	81,299	43,211	1,073	44,284
Charitable activities	7	218,142	211,155	429,297	219,343	166,740	386,083
Total expenditure		293,492	217,104	510,596	262,554	167,813	430,367
Net Income/(Expenditure)		256,569	(4,787)	251,782	148,456	15,542	163,998
Transfers between funds		-	-	-	-	-	-
Net movement in funds for the year		256,569	(4,787)	251,782	148,456	15,542	163,998
Reconciliation of funds							
Total funds brought forward		356,120	28,659	384,779	207,664	13,117	220,781
Total funds carried forward		612,689	23,872	636,561	356,120	28,659	384,779

The notes on pages 23 to 29 form part of these financial statements.

The Jane Goodall Institute (UK)
Balance sheet
at 31 December 2022

Charity number 327858	Note	2022	2022	2021	2021
		£	£	£	£
Fixed assets					
Tangible assets	12		3,019		3,694
Current assets					
Stock	13	11,242		11,454	
Debtors	14	10,137		7,290	
Cash at bank and in hand		654,230		389,556	
		675,609		408,300	
Creditors: amounts falling due within one year	15	42,067		27,215	
Net current assets			633,542		381,085
Net assets			636,561		384,779
Funds					
Restricted funds	16		23,872		28,659
Unrestricted funds	17		612,689		356,120
Total funds carried forward			636,561		384,779

The financial statements on pages 20 to 29 were approved by the Trustees, as a body, and signed on their behalf by:

Mary Lewis

Mary Lewis (Oct 10, 2023, 10:11am)
Trustee

Date:

The notes on pages 23 to 29 form part of these financial statements.

The Jane Goodall Institute (UK)

Statement of Cash Flows

For the year ended 31 December 2022

	Notes	2022 (£)	2021 (£)
Cash flow from operating activities			
Net cash flow from operating activities (see below)		265,718	163,630
Cash flow from investing activities			
Dividends, interest and rents from investments		888	25
Purchase of tangible assets	12	(1,932)	(2,081)
Change in cash and cash equivalents in the year		264,674	161,574
Cash and cash equivalents brought forward		389,556	227,982
Cash and cash equivalents carried forward		654,230	389,556
		2022 (£)	2021 (£)
Reconciliation of net movement in funds to net cash flow from operating activities			
Net income for the year as per Statement of Financial Activities		251,781	163,998
Adjustment for:			
Depreciation charges	12	2,608	1,777
Dividends, interest and rents from investments		(888)	(25)
(Increase)/decrease in stock	13	212	(3,425)
(Increase)/decrease in debtors	14	(2,847)	5,887
Increase/(decrease) in creditors	15	14,852	(4,582)
Net cash used in operating activities		265,718	163,630

Analysis of changes in net debt

	At 1 Jan 2022	Cashflows	At 31 Dec 2022
Cash and cash equivalents			
Cash	389,556	264,674	654,230
Borrowings			
Debt due within one year	(10,130)	-	(10,130)
Total	379,426	264,674	644,100

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2022

1 Accounting policies

The principal accounting policies are set out below. The accounting policies have been adopted consistently throughout the year.

Basis of accounting

The financial statements have been prepared under the historical cost convention.

The reporting currency of the charity is £ and the accounts have been rounded to the nearest whole £.

The financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) effective 1 January 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

The financial statements have been prepared to give us a “true and fair” view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a “true and fair view”. This departure has involved following Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from April 2005 which has since been withdrawn”.

The trust constitutes a public benefit entity as defined by FRS 102.

Going concern

In line with similar organisations, the charity relies on securing funding each year to meet its charitable expenditure. The Trustees have considered cash flow requirements for the period to the end of 2024 and believe the charity can meet its commitments for this period. Accordingly, the Trustees consider it appropriate to prepare the accounts on the going concern basis.

Funds employed

All funds employed must be expended in furtherance of the charitable objects of the Institute.

Unrestricted funds are funds which the Trustees are free to use for any purpose in the furtherance of the Charitable Objectives.

Restricted funds may only be used for the particular purpose where this is specified by the donors or when funds are raised for a particular purpose.

Designated funds represent amounts set aside by the Trustees for a particular purpose. They form part of the charity's unrestricted funds and may be reallocated.

The nature and purpose of each of the funds are set out in note 16.

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2022 (*continued*)

Income

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received, and the amount of income receivable can be measured reliably.

Donations are typically recognised when received, being the point at which the three criteria for income recognition above are met. Income from grants is recognised when there is evidence of entitlement, receipt is probable and its amount can be measured reliably, unless it relates to a specific future period, in which case it is deferred.

In the event that a donation or grant is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity, and it is probable that those conditions will be fulfilled in the reporting period.

Legacy gifts are recognised on a case-by-case basis following the granting of probate when the administrator/executor for the estate has communicated in writing both the amount and settlement date. In the event that the gift is in the form of an asset other than cash, or a financial asset traded on a recognised stock exchange, recognition is subject to the value of the gift being reliably measurable with a degree of reasonable accuracy and the title to the asset having been transferred to the charity.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

Expenditure recognition

Expenditure is included on an accruals basis. Liabilities are recognised as soon as there is a legal or constructive obligation committing the Charity to that expenditure, it is probable that settlement will be required, and the amount of the obligation can be measured reliably.

Irrecoverable VAT is treated as part of the expense to which it relates.

Grants payable are charged in the year when the offer is conveyed to the recipient except in those cases where the offer is conditional, such grants being recognised when the conditions attached are fulfilled. Grants offered subject to conditions which have not been met at the year-end are noted as a commitment but not accrued as expenditure.

Support costs comprise management and administration costs for the running of the charity.

The rental charges of operating leases are taken to the Statement of Financial Activities as incurred.

Allocation of support and governance costs

Support costs and governance costs have been allocated between fundraising and charitable activities. Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice (these costs include costs related to the independent examiner and legal fees).

The Trustees have reviewed and updated in comparison to previous years, cost allocations for 2022 and used the following bases to allocate costs between Fundraising and Charitable Activities as follows:

- *Staff costs* – allocated to fundraising activities and raising funds based on the % of time spent by individual staff members
- *Office and administration costs* – 15.2% Fund Raising and 84.8% Charitable Activities
- *Rent* – 15.2% Fund Raising and 84.8% Charitable Activities
- *Insurance* – 15.2% Fund Raising and 84.8% Charitable Activities
- *Governance costs* – 100% Charitable Activities

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2022 (*continued*)

Charitable activities

Costs of charitable activities include grants made, direct costs of delivering projects and an apportionment of support and governance costs.

Fixed assets

Fixed assets are included in the balance sheet at their cost to the Institute until fully depreciated, when they are written off. Assets costing less than £50 are not capitalised. Depreciation is provided on a straight-line basis, over a period estimated to write off each asset over the term of its useful life.

- Computer Equipment - 3 years
- Office Equipment - 5 years
- Website - 3 years

Stock

Stock, which represents books and merchandise, is valued at the lower of cost and net realisable value.

Foreign currency

Foreign currency transactions of the Institute are translated at the rates ruling when they occurred. Foreign currency monetary assets and liabilities are translated at the rates ruling at the balance sheet dates. Any differences are taken to the profit and loss account.

Pensions

Contributions to the Institute's defined contribution pension scheme are dealt with in the Statement of Financial Activities in the year in which they become payable. The assets of the scheme are held separately from those of the Institute in an independently administered fund.

Leased assets

Office rent is charged to the profit and loss account on a straight-line basis over the term of the lease.

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2022 (continued)

2 Income from donations and legacies

	Unrestricted funds £	Restricted funds £	2022 £	2021 £
Membership subscriptions	3,666	887	4,553	5,051
Legacies	4,409	-	4,409	81,811
Donations	132,217	57,014	185,148	169,513
Donations in lieu of Speaker Income	227,439	26,502	253,941	62,814
Guardianship programme	447	2,885	3,332	2,284
The Peak Society	471	29	500	1,500
Total	368,649	87,317	455,966	322,973

3 Income from charitable activities

	Unrestricted funds £	Restricted funds £	2022 £	2021 £
Provision of services	125,000	125,000	250,000	250,000
Total	125,000	125,000	250,000	250,000

4 Income from other trading activities

	Unrestricted funds £	Restricted funds £	2022 £	2021 £
Presentations and events	53,250	-	53,250	19,255
Proceeds of sale of books and merchandise	2,274	-	2,274	2,112
Total	55,524	-	55,524	21,367

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2022 (continued)

5 Support costs

The breakdown support costs of the charity and how these were allocated between fund raising and charitable activities is shown below.

These costs have been apportioned across the work of the charity on the basis disclosed in note 1 and allocated to each of the charity's activities as set out in note 7b:

	Raising Funds	Charitable Activities	Total	Raising Funds	Charitable Activities	Total
			2022			2021
Support Cost Allocation	£	£	£	£	£	£
Staff costs	25,560	76,756	102,316	8,392	50,962	59,354
Office and administration	4,260	12,793	17,053	4,165	14,485	18,650
Rent	1,732	5,201	6,933	1,492	5,190	6,682
Insurance	644	1,935	2,579	566	1,967	2,533
Consultancy Fees	-	-	-	11,367	-	11,367
Governance costs	-	5,170	5,170	-	15,849	15,849
Total	32,196	101,855	134,051	25,982	88,453	114,435

6 Expenditure on raising funds

	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	£	£	2022	£	£	2021
			£			£
Direct Fundraising Costs						
Direct Staff Costs	33,895	-	33,895	12,800	-	12,800
Purchases of books and merchandise for resale	1,036	-	1,036	955	-	955
Presentations and events	13,863	-	13,864	2,108	-	2,108
Other fundraising costs	243	65	308	1,366	1,073	2,439
Support cost allocation (note 5)	26,312	5,884	32,196	25,982	-	25,982
Total	75,349	5,949	81,298	43,211	1,073	44,284

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2022 (continued)

7a Expenditure on charitable activities						
	Unrestricted Funds	Restricted Funds	2022	Unrestricted Funds	Restricted Funds	2021
	£	£	£	£	£	£
Direct Costs						
Direct Staff Costs	12,750	102,628	115,378	90,734	9,249	99,983
Direct Activities Undertaken	67,306	926	68,232	2,651	32,170	34,821
Direct support Costs	517	7,490	8,007	-	13,881	13,881
Grant Funding of Activities	56,075	79,750	135,825	59,280	89,665	148,945
Support Costs allocation (See note 5)	81,494	20,361	101,855	66,678	21,775	88,453
Total	218,142	211,155	429,297	219,343	166,740	386,083

7b Expenditure on charitable activities – By Programme

The charitable activities of the organization include:

- **Africa Community Conservation & Chimp Sanctuaries:** supporting community conservation projects delivered by other JGIs in Africa and supporting JGI sanctuaries in Africa for orphan chimpanzees illegally taken from the wild
- **Roots & Shoots UK & UAE:** delivering the environmental and humanitarian educational programme for young people in the UK and the UAE
- **Awareness & Policy Activity in the UK:** raising awareness in the UK of issues such wildlife trafficking and sharing news about the chimpanzee families and on-going JGI scientific research into wild chimps in Gombe.
- **Roots & Shoots International Growth** - as detailed on page 8, the Institute received £125,000 of restricted funding in 2021 from DP World, of which £68,750 was donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit. As per the Agreement with DP World, £25,000 was restricted to Roots & Shoots projects in Africa, £25,000 restricted to Roots & Shoots projects around the world (excluding the UAE and Africa) and £18,750 to cover the resource costs of managing this programme.

	Unrestricted funds	Restricted funds	2022	Unrestricted Funds	Restricted Funds	2021
	£	£	£	£	£	£
Africa Community Conservation & Chimp Sanctuaries						
Grant Funding of Activities	56,075	10,824	66,899	59,280	20,915	80,195
Direct Staff Costs	2,926	-	2,926	1,236	-	1,236
Direct Activities Undertaken	-	-	-	1,242	-	1,242
Allocated Support Costs	8,824	2,205	11,029	7,219	-	7,219
Total	67,825	13,029	80,854	68,977	20,915	89,892
Roots & Shoots UK & UAE						
Direct Staff Costs	-	102,628	102,628	84,863	9,249	94,112
Direct Activities Undertaken	67,306	926	68,232	-	32,170	32,170
Direct Support Costs	517	7,491	8,008	-	13,881	13,881
Grant Funding of Activities	-	176	176	-	-	-
Allocated Support Costs	31,145	7,782	38,927	25,482	16,254	41,736
Total	98,968	119,003	217,971	110,345	71,554	181,899
Roots & Shoots International Growth*						
Grant Funding of Activities	-	68,750	68,750	-	68,750	68,750
Allocated Support Costs	7,786	1,945	9,731	6,371	5,521	11,892
Total	7,786	70,695	78,481	6,371	74,271	80,642

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2022 (continued)

***Roots & Shoots International Growth**

Grant Funding of Activities	£50,000
Direct staff costs	£18,750

As detailed on page 8, the Institute received £125,000 of restricted funding in 2022 from DP World, of which £68,750 was donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit. As per the Agreement with DP World, £25,000 was restricted to Roots & Shoots projects in Africa, £25,000 restricted to Roots & Shoots projects around the world (excluding the UAE and Africa) and £18,750 to cover the resource costs of managing this programme.

Awareness & Policy Activity in the UK

Direct Staff Costs	9,824	-	9,824	4,635	-	4,635
Direct Activities Undertaken	-	-	-	1,409	-	1,409
Allocated Support Costs	33,739	8,429	42,168	27,606	-	27,606
Total	43,563	8,429	51,992	33,650	-	33,650
Total	218,142	211,156	429,298	219,343	166,740	386,083

Grants to Organisations

	Unrestricted funds £	Restricted funds £	2022 £	Unrestricted Funds £	Restricted Funds £	2021 £
JGI Chimp Eden	27,876	9,412	37,288	29,890	4,000	33,890
JGI Senegal	24,000	1,412	25,412	29,390	5,000	34,390
JGI Uganda	4,199	-	4,199	-	-	-
JGI Burundi	-	176	176	-	-	-
JGI Global	-	68,750	68,750	-	68,750	68,750
JGI Tchimpounga	-	-	-	-	11,915	11,915
Total	56,075	79,750	135,825	59,280	89,665	148,945

8 Net income for the year

	2022 £	2021 £
This is stated after charging:		
Independent examiner's fee	2,200	3,180
Depreciation	2,608	1,777

9 Staff costs

	2022 £	2021 £
Wages and salaries	218,216	147,540
National insurance costs	19,579	11,834
Pension costs	8,732	5,940
Total	246,527	165,314

There is one (2021: zero) employee with emoluments within the salary band £70,000 - £80,000. In addition, one (2021 : none) further employee had a full time equivalent salary within the salary band £70,000 - £80,000.

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2022 (continued)

The average number of employees during the year was 5 (2021 - 4). In addition, a temporary Fundraising Assistant was employed for a three-month period to deliver a substantial redevelopment of our contact database and to support the development of our new sustainable clothing range.

Full time Equivalent Employees	2022	2021
Full time Employees	4.0	3.0
Part-time Employees	0.8	0.8
Total FTE Employees	4.8	3.8

Key Management Personnel

The Trustees consider the CEO as comprising the key management personnel of the charity.

The total amount of employee benefits received by key management personnel in 2022 was £84,238 (2021 £62,068 - the CEO joined in May 2021, therefore costs relating to the Executive Director, Education (who reports into the CEO) were included for January – April 2021).

10 Trustee remuneration and expenses

None of the Trustees, nor any persons connected with them, received any remuneration during the year from the Institute (2021 - £Nil). The charity insurance policy for 2022 and 2021 included Trustee Indemnity Insurance. The cost of the Trustee Indemnity Insurance element of the policy is not separately identifiable.

During the year no trustees received reimbursement of expenses (£Nil – 2021).

11 Taxation

The charity is exempt from direct tax on its charitable activities.

12 Tangible fixed assets

	Website	Office equipment	Computer equipment	Total
	£	£	£	£
<i>Cost</i>				
At 1 January 2022	1,200	330	4,815	6,345
Additions	-	-	1,932	1,932
At 31 st December 2022	1,200	330	6,747	8,277
<i>Depreciation</i>				
At 1 January 2022	253	72	2,326	2,651
Provided during year	400	65	2,142	2,607
At 31 December 2022	653	137	4,468	5,258
<i>Net book value</i>				
At 1 January 2022	947	258	2,489	3,694
At 31 December 2022	547	193	2,279	3,019

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2022 (*continued*)

13	Stock	2022	2021
		£	£
	Books	7,712	7,685
	Merchandise	3,530	3,769
	Total	11,242	11,454
14	Debtors	2022	2021
		£	£
	Other debtors	2,547	1,329
	Prepayments	7,590	5,961
	Total	10,137	7,290
15	Creditors: amounts falling due within one year	2022	2021
		£	£
	Trade creditors	14,934	4,370
	Trustee loan	10,130	10,130
	Accruals	8,193	5,390
	Taxation and social security	5,958	5,364
	Pension creditor	2,109	1,961
	Other creditors	743	-
	Total	42,067	27,215

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2022(continued)

16 Restricted funds

	Balance at 01/01/2022	Income	Expenditure	Balance at 31/12/2022
	£	£	£	£
Roots & Shoots UK	24,647	46,121	(70,620)	148
Roots & Shoots UAE	-	60,877	(50,486)	10,391
Tchimpounga	1,026	4,730	-	5,756
Senegal	741	765	(1,433)	73
Chimp Eden	2,245	9,199	(9,464)	1,980
Restricted JGI UK	-	21,875	(16,351)	5,524
JGI Global DP World	-	68,750	(68,750)	-
Total	28,659	212,317	(217,104)	23,872
Restricted funds - prior year	Balance at 01/01/2021	Income	Expenditure	Balance at 31/12/2021
	£	£	£	£
Roots & Shoots UK	-	68,389	(43,742)	24,647
Roots & Shoots UAE	-	25,000	(25,000)	-
Tchimpounga	8,117	4,824	(11,915)	1,026
Senegal	5,000	756	(5,015)	741
Chimp Eden	-	6,261	(4,016)	2,245
Restricted JGI UK	-	9,375	(9,375)	-
JGI Global DP World	-	68,750	(68,750)	-
Total	13,117	183,355	(167,813)	28,659

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2022 (continued)

Restricted Funds Description

Roots & Shoots UK

Funds restricted by donors to support deliver of Roots & Shoots, our free environmental and humanitarian programme for young people, in the UK.

Roots & Shoots UAE

Funds restricted by donors to support deliver of Roots & Shoots, our free environmental and humanitarian programme for young people, in the UAE.

Tchimpounga

For many years the Institute has proudly supported the Tchimpounga Chimpanzee Rehabilitation Centre run by *the Jane Goodall Institute, Republic of Congo*, via our Chimp Guardian programme which offers symbolic adoptions of rescued chimps. 80% of Chimp Guardian income is donated to Tchimpounga to contribute towards providing food, medicine, enrichment and care for chimps at the centre and 20% contributes towards our costs in running and promoting the programme in the UK.

Senegal

Funds restricted for Senegal are to support the protection of the critically endangered Western chimpanzee and reversing deforestation through community led initiatives. Funds are donated to our sister organisation '*Instituto Jane Goodall*' (*the Jane Goodall Institute Spain*) which operates with a local field team in the Kédougou region of southeastern Senegal and across the border, in northern Guinea using the Tacare community conservation approach developed by Dr Jane Goodall.

Chimp Eden

Funds restricted for Chimp Eden, are to support the Chimp Eden sanctuary in South Africa. Funds are donated to the *Jane Goodall Institute South Africa* which runs the sanctuary providing a safe haven for rescued chimps from across Africa. Established in 2006, this very special sanctuary is home to chimpanzees rescued from across Africa who have survived the bushmeat trade, been orphaned, sold in illegal pet markets, or used as entertainment in circuses, beach resorts and night clubs.

Restricted JGI UK

Funds donated by DP World and restricted to support delivery of the DP World agreement.

JGI Global DP World

As detailed on page 6, the Institute is proud to have developed an agreement with DP World that shares income from its funding with other JGIs around the world - as such from the first-year funding payment, £25,000 was restricted to Roots & Shoots projects in Africa and another £25,000 restricted to Roots & Shoots projects around the world (excluding the UAE and Africa). This £50,000 expenditure was held in the 'JGI Global' restricted fund prior to being donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit, to distribute to Roots & Shoots projects around the globe. As per the Agreement with DP World, a further £18,750 was donated to the Jane Goodall Institute Global to cover the resource costs of managing the Roots & Shoots international growth programme.

DP World contributed restricted funding of £125,000 across a number of the above restricted funds as follows

Roots & Shoots UK	£25,000
Roots & Shoots UAE	£21,875
Restricted JGI	£ 9,375
JGI Global	£68,750

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2022 (continued)

17	Analysis of net assets between funds	Unrestricted	Senegal	Congo	Roots & Shoots UK	Roots & Shoots UAE	Chimp Eden	Rest JGI	JGI Global DP World	Total Restricted	Total 2021
		£	£	£	£	£	£	£	£	£	£
	Fixed Assets	3,019	-	-	-	-	-	-	-	-	3,019
	Cash at bank	610,869	(35)	5,519	10,365	18,758	730	8,024	-	43,361	654,230
	Other current assets	19,462	108	237	161	161	1,250	-	-	1,917	21,379
	Creditors falling due within one year	(20,661)	-	-	(10,378)	(8,528)	-	(2,500)	-	(21,406)	(42,067)
	Total net assets at 31 December 2022	612,689	73	5,756	148	10,391	1,980	5,524	-	23,872	636,561
18	Analysis of net assets between funds (prior year)	Unrestricted	Senegal	Congo	Roots & Shoots UK	Roots & Shoots UAE	Chimp Eden	Rest JGI	JGI Global DP World	Total Restricted	Total 2021
		£	£	£	£	£	£	£	£	£	£
	Fixed Assets	3,694	-	-	-	-	-	-	-	-	3,694
	Cash at bank	358,598	633	676	27,076	1,437	1,136	-	-	30,958	389,556
	Other current assets	17,177	108	350	-	-	1,109	-	-	1,567	18,744
	Creditors falling due within one year	(23,349)	-	-	(2,429)	(1,437)	-	-	-	(3,866)	(27,215)
	Total net assets at 31 December 2021	356,120	741	1,026	24,647	-	2,245	-	-	28,659	384,779

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2022 (continued)

18 Financial commitments

As at 31 December 2022, the charity had total annual commitments under non-cancellable property leases as set out below:

	2022	2021
	£	£
Not later than one year	6,666	6,666
Within two to five years	4,068	4,068
	10,734	10,734

19 Related party transactions

For many years the Institute has offered a number of books, written by Dr Jane Goodall, for sale as a way of raising revenue for the charity and to also advance education and increase awareness of conservation issues. The books are purchased at a discounted rate (usually 50%) directly from the publisher and so any royalty benefit to Dr Goodall is likely to be small. The trustees consider that the purchase of these books and their sale is in the best interests of the charity and is permissible under the Charities Act. In 2022, the cost of books written by Dr Jane Goodall that were purchased by the Institute was £824 (2021: £5,479).

The Trustee loan, included within 'Creditors: amounts falling due within one year' of £10,130 (2021 : £10,130) is unsecured, interest free and repayable by agreement between The Jane Goodall Institute (UK) and the Trustee.

Dr Jane Goodall is a Trustee of JGI USA and Mary Lewis receives remuneration as a consultant for JGI USA. In January 2023, the Institute donated £4,000 (2021, £11,915, of which £8,117 related to 2020) to the JGI Tchimpounga sanctuary via JGI USA which handles income generation for the sanctuary. During the year \$5,000 (£4,199) was donated to the Jane Goodall Institute Uganda via JGI USA which handles income generation for the JGI Uganda office.

Accounts

The Jane Goodall Institute (UK)

Annual Report and Financial Statements

Year Ended

31 December 2021

Charity Number 327858

The Jane Goodall Institute (UK)

Report and financial statements for the year ended 31 December 2021

Contents

Page:

3	Reference and administrative information
4	Trustees' annual report
15	Independent examiner's report
16	Statement of financial activities
17	Balance sheet
18	Statement of Cash Flows
19	Notes forming part of the financial statements

The Jane Goodall Institute (UK)

Reference and administrative information for the year ended 31 December 2021

Trustees

The Trustees at the date of this report are given below. Where the Trustee has not served throughout the financial year the date of appointment has been given:

	Date of Appointment	Date of Resignation
Dr Jane Goodall DBE, Founder, the Jane Goodall Institute & UN Messenger of Peace Mary Lewis - Dr. Goodall's representative (Joint Chair from 9 September 2021 and Chair from 04/07/22)		
Dr Roger Wood	25 April 2022	
Vincent Forestier (Chair)		9 September 2021
Nicky Whitehead (Treasurer throughout & Joint Chair from 9 September 2021)		4 July 2022

Chief Executive Officer

Corinna McShane, MSc, FRGS, FRSA

Registered Charity Number

327858

Principal Office

Suite 2, M Shed, The Shipyard, Lymington, Hampshire SO41 3YL

Banker

National Westminster Bank Plc, 1 Princes Street, London, EC2R 8ZA

Independent Examiner

Price Bailey Chartered Accountants, 8th Floor Dashwood House, 69 Old Broad Street, London, EC2M 1QS

The Jane Goodall Institute (UK)

Trustees' annual report for the year ended 31 December 2021

The Trustees are pleased to present their report together with the financial statements of The Jane Goodall Institute (UK) ("the Institute") for the year ended 31 December 2021.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Constitution and Governance

The Institute is a registered charity in England and Wales (Number 327858), an unincorporated association regulated by a declaration of trust dated 25 May 1988. Investment powers are limited to those available under charity legislation. The power of appointing new and additional Trustees is vested in the continuing Trustees.

The Institute is one of a network of international Jane Goodall Institutes ("JGIs") in 25 countries throughout Africa, the Americas, Asia and Europe - separate organisations working together to advance Dr Goodall's vision of a better future for people, other animals and the planet we share.

The Board of Trustees is the governing body of the organisation and has legal and financial responsibility for the charity. The Board determines strategic direction, with operational leadership of the charity delegated to the Chief Executive Officer (CEO) who joined in May 2021, Corinna McShane. The CEO leads the development and implementation of the Institute's long- and medium-term strategy and annual business plans in accordance with the strategic direction and policy framework agreed by the Trustees.

Trustee induction, training, and remuneration

On recruitment new Trustees hold calls or meetings with key individuals in the organization and are directed towards the applicable Charity Commission guidance on their legal role and responsibilities. Trustees have access to the induction materials used by the Jane Goodall Institute USA and plan to use that as a guideline in determining JGI UK specific materials. The trustees recognize the current need for additional trustees and plan to recruit new Trustees in line with identified skills needs.

All Trustees give their time freely and no Trustee remuneration was paid in the year.

Risks and mitigations

Trustees have considered the major risks faced by the Charity and have examined key controls over financial and operational systems and other business risks which the Charity faces and confirm that systems are in place to mitigate the significant risks. The Trustees have identified financial stability, income generation and reputational risk as being the principal risks facing the charity which the trustees are mitigating through the implementation and expansion of robust financial controls, increasing focus on income raising opportunities (including exploring the potential to recruit dedicated fundraising resource) and by partnering with organisations who share the Charity's commitment to conservation and sustainability.

During the year the CEO developed a Strategic Roadmap for 2022-2024 which was welcomed and approved by the Board, which aims to take the charity on a new journey of growth and to increase focus/support for JGI projects in Africa.

Principal Objectives

We refer to the guidance contained in the Charity Commission's guidance on public benefit when reviewing our aims and objectives and in planning our future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives they have set and as agreed within the 2002-2024 Strategic Roadmap.

The purpose of the Institute as specified in the Trust Deed is the advancement of education for the public benefit, of supporting study of research into wildlife and into conservation of wildlife in any part of the world, and the dissemination to the public of the result of such study and research. The Institute supports the delivery of a range of programmes both directly and indirectly through grants made to other Jane Goodall Institutes around the world.

The Jane Goodall Institute (UK)

Trustees' annual report for the year ended 31 December 2021 (*continued*)

In particular to:

- support community conservation projects delivered by other JGIs in Africa that protect wild chimpanzees and include the needs of local people and the environment – an approach we call 'Tacare'.
- develop compassionate young change makers in the UK and UAE through our free environmental and humanitarian programme, Roots & Shoots
- support JGI sanctuaries for orphan chimpanzees illegally taken from the wild - Chimp Eden in South Africa and the Tchimpounga Chimpanzee Rehabilitation Centre in the Republic of Congo
- raise awareness in the UK of issues such as wildlife trafficking and tackling the irresponsible portrayals of chimpanzees on social media.
- share news about the chimpanzee families and on-going JGI scientific research into wild chimps in Gombe National Park, Tanzania. This work was started by Dr Jane Goodall, DBE in 1960 and continues to this day as the longest running wild chimpanzee study in the world.

ACHIEVEMENTS AND PERFORMANCE

We remain honoured that Dr Jane Goodall, DBE continues to be a member of the Board of Trustees since the charity was founded in 1988.

With the arrival of our new CEO in May 2021, as detailed in the "Plans for Future Periods" within last year's annual report, much work has taken place internally during the year to streamline existing/establish new internal processes and to support the staff team with training and development. This work will continue into 2022, including a review of the current team structure.

Following a very difficult 2020 for everyone, we were hoping that 2021 would see a return to some normality but a variety of different Covid 19 restrictions continued to be in place throughout much of the year. Once again, we would like to thank our staff team for their continued dedication to the charity and our Members, Chimpanzee Guardians and donors for their on-going support which is greatly appreciated by the Board.

The team at the Institute is small in comparison to many other UK conservation/environmental charities (with just 4.8 FTE in post during 2021) but it punches above its weight in terms of the scope and impact of its activities. All members of the team are home based primarily in London, with a small administration office run by our Office Administrator in Lymington, Hampshire.

Staff salaries are set by the Treasurer and Chair of the Board and approved by the other Trustees and are based on Trustees' wide sector knowledge and experience.

Fundraising

The Institute receives no government income and relies on the kind generosity of individuals and companies to help fund its work. The Institute's staff team seek support from individuals, companies and charitable trusts whenever possible, as it is without any full-time fundraising team resource.

The charity understands its duty to protect the public, including vulnerable people, from unreasonably intrusive or persistent fundraising approaches and undue pressure to donate.

As always, we remain hugely grateful to all those who so kindly remember the Institute in their wills. During 2021 we were touched to have been left a legacy donation by an individual totalling £78,405 - as detailed on page 7 the Board nominated to allocate 75% of this legacy income to JGI projects in Africa.

We were delighted to receive almost £20,000 gross income from the sale of auction lots we entered into a pan-Europe auction along with other JGIs.

The Institute launched its first Christmas appeal for many years in support of JGI projects in Senegal and South Africa (see page 7) which generated £2,500 in total (the funds were received partly in 2021 and partly in 2022).

The Jane Goodall Institute (UK)

Trustees' annual report for the year ended 31 December 2021 (*continued*)

The Institute is hugely grateful to Board Member Dr Goodall DBE, for undertaking several online events and talks with UK based organisations during the year that helped generate £62,814 (2020 – £33,644) in donations to the charity.

As detailed in the “Plans for Future Periods” within last year’s annual report, the Institute’s merchandise provision was reviewed in 2021, with a view to reducing the range and outsourcing production/delivery where possible. We are very excited that a new sustainable supplier (Teemill) has been sourced to produce a range of tops and tote bags in 2022 (using unique JGI designs) from organic cotton using renewable energy in a factory audited by them for a wide range of social and sustainability criteria. Each item will be printed to order in the UK. All items will be GM/animal-derived products free, not tested on animals and sent in non-plastic packaging.

The Board is extremely grateful to Montessori; National Geographic Kids; St George’s House Windsor Castle; Stewart McPherson and the Don Hanson Charitable Foundation for their continued support of Roots & Shoots in the UK and the UAE.

DP World – a major new three-year partnership

In September 2021, the Institute was delighted to announce an exciting three-year partnership with DP World, focusing on supporting the growth of Roots & Shoots in the UAE/around the world and aiding the development of the Institute in the UK.

DP World are a global port, logistics, trade organisation headquartered in Dubai, with over 50,000 staff in 55 countries. DP World are committed to conservation and sustainability and have long term partnerships with a range of leading organisations including Tusk Trust, ZSL and United for Wildlife.

Much of the income from the first year’s grant payment from DP World in 2021 was carried forward for expenditure in 2022 (as detailed in the Accounts, £125,000 of this income is restricted). The Institute is very proud to have developed an Agreement with DP World that shares this income with other JGIs around the world - as such from the first-year grant payment, £25,000 was restricted to Roots & Shoots projects in Africa and another £25,000 restricted to Roots & Shoots projects around the world (excluding the UAE and Africa). As shown on page 26, this £50,000 expenditure was donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit, to distribute to Roots & Shoots projects around the globe. As per the Agreement with DP World, a further £18,750 was donated to the Jane Goodall Institute Global to cover the resource costs of managing the Roots & Shoots international growth programme.

The Board are very grateful for DP World’s very generous support.

Membership and Chimpanzee Guardianship

For many years the Institute has encouraged its supporters to become Chimpanzee Guardians to support the work of the JGI Tchimpounga Chimpanzee Rehabilitation Centre in the Republic of Congo (see below) and this remains a priority for the charity. In 2021, the Trustees continued with the policy of allocating 100% of Chimpanzee Guardianship income to support the Tchimpounga sanctuary. After a pleasing increase in Membership and Chimpanzee Guardianship numbers during 2020 (perhaps a reflection of individuals becoming increasingly connected with nature during the pandemic), 2021 sadly saw a decline in related income (£7,335 in 2021 versus £11,489 in 2020) as many new Members and Guardians did not renew their commitment for another year.

As detailed in the “Plans for Future Periods” within last year’s annual report, the efficacy of operating a Membership scheme was reviewed in 2021. We are so grateful to all Members that have kindly supported us over many years but sadly it is no longer cost effective to continue this scheme. As such we have made the difficult decision to close Membership in 2022 but we hope that Members will wish to continue to support the Institute as either donors or Chimp Guardians.

The Jane Goodall Institute (UK)

Trustees' annual report for the year ended 31 December 2021 (*continued*)

Last year's "Plans for Future Periods" also included exploring the redevelopment of the Chimpanzee Guardian programme, increasing benefits to symbolic adopters. An exciting new Chimp Guardian programme will be launched in 2022, including new chimpanzees for symbolic adoption and an enhanced range of benefits digitally delivered to reduce our impact on the environment.

Tchimpounga – a safe haven for rescued chimpanzees

For many years the Institute has proudly supported the Tchimpounga Chimpanzee Rehabilitation Centre run by *the Jane Goodall Institute, Republic of Congo*, via our Chimpanzee Guardian programme which offers symbolic adoptions of rescued chimps. Often orphaned by the international commercial bushmeat and pet trades, these chimpanzees receive expert care and rehabilitation by Tchimpounga's staff and are integrated into new chimpanzee families.

Tchimpounga is surrounded by 129,000 acres of dense rainforest and savannah. Founded in 1992 it is one of the largest chimpanzee sanctuaries in Africa having provided care to more than 200 individuals since it opened. Chimpanzees are cared for at a main sanctuary site, as well as three forested islands (Tchibebe, Tchindzoulou, and Ngombe) chosen for the natural protection they provide. The undisturbed forests of the islands provide a wealth of food and habitat to support healthy, secure living in a near-wild environment for the chimpanzees who are released there.

No two chimpanzee stories at Tchimpounga are the same. Staff carefully assess and monitor the health of each individual, while also learning their patterns of behaviour and personality. Individual care plans are developed for each chimpanzee while supporting and ensuring their welfare as they are integrated into communities of other chimps, most of whom are unrelated to one another.

During 2021, the Institute donated £11,915 (of which £8,117 related to 2020) to Tchimpounga and raised awareness of the sanctuary's work to Members, Chimp Guardians, supporters and the public throughout the year.

Supporting chimpanzees and communities in Africa

Since 1988 the Institute has been spreading hope and turning it into meaningful positive impact to create a better world for people, other animals and the planet we share.

In recent years, the priority focus for the Institute has been delivering our environmental and humanitarian programme for young people, Roots & Shoots in the UK and the UAE, and supporting the JGI Tchimpounga sanctuary through our Chimp Guardian programme. Other JGI projects in Africa have also been supported financially when possible, on an ad-hoc basis.

The Institute's new CEO joined in May 2021 with a remit from Dr Goodall and the Board to take the charity on a new journey of growth and to increase focus and support for JGI projects in Africa. As detailed in the "Plans for Future Periods" within last year's report, Senegal and South Africa were identified by the Board of Trustees as priority support areas to support in 2021 and beyond. As such, when the Institute received a very kind legacy donation (totalling £78,405), the Board nominated to donate 75% of this income to the following projects 50/50:

- **Senegal:** helping to protect the Critically Endangered Western chimpanzee in Senegal and reversing deforestation through community led initiatives. Our sister organisation '*Instituto Jane Goodall*' (*the Jane Goodall Institute Spain*) operates with a local field team in the Kédougou region of south eastern Senegal and across the border, in northern Guinea using the Tacare community conservation approach developed by Dr Jane Goodall.
- **South Africa:** supporting the Chimp Eden sanctuary, run by the *Jane Goodall Institute South Africa* providing a safe haven for rescued chimps from across Africa. Established in 2006 whilst South Africa is not in the chimpanzee range, this special sanctuary is home to chimpanzees rescued from across Africa who have survived the bush meat trade, been orphaned, sold in illegal pet markets, or used as entertainment in circuses, beach resorts and night clubs.

The Jane Goodall Institute (UK)

Trustees' annual report for the year ended 31 December 2021 (*continued*)

In addition to the above legacy income, the Institute also launched its first Christmas appeal for many years in support of the above two projects which generated £2,500 in total. Together with further donations from private individuals, this Institute was delighted to donate a total of £34,390 in 2021 to the Instituto Jane Goodall and a total of £33,890 in 2021 to the Jane Goodall Institute South Africa for the above projects

As detailed on page 4 in September 2021, the Institute was delighted to announce an exciting three-year partnership with DP World, focusing on supporting the growth of Roots & Shoots in the UAE/around the world and aiding the development of the Institute in the UK. The Institute is very proud to have developed an agreement with DP World that shares this income with other JGIs around the world, as such £25,000 from the first-year grant payment will be allocated to Roots & Shoots projects in Africa as per the Agreement with DP World, these funds were donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit, to distribute to Roots & Shoots projects in Africa.

Jane Goodall's Roots & Shoots - a global movement of compassionate young change-makers

Roots & Shoots is a worldwide movement across more than 60 countries empowering young people to deliver meaningful positive impact in their local communities. In 2021, the Roots & Shoots programme had more than 10,000 groups around the world involving more than one million people.

Roots & Shoots is one of the Institute's core programmes which we directly deliver in the UK and the UAE. The programme empowers young people to become involved in hands on projects to benefit their local community, animals (including domestic animals) and the environment leading them to become better, more informed global citizens.

The programme in the UK started with a pilot programme of 30 schools before being launched nationally in 2007. Over 1,400 schools and colleges have taken part in Jane Goodall's Roots & Shoots activities. The reach of the programme extends beyond young people to include parents, family and friends, local businesses and communities.

Through participation in group activities at schools, colleges, universities and in the wider community, the Jane Goodall's Roots & Shoots programme helps young people develop transferable skills including relationship building, teamwork, leadership, planning and life skills such as respect, confidence and compassion. As a result, young people are more aware, better informed and more proactive in their influence on their environment through involvement with the programme. Through their informed and passionate decisions, they are contributing impactful projects both in their local communities and on a Global scale, making a significant difference to the lives of people, animals and the environment as a whole.

As detailed on page 6, in September 2021 the Institute was delighted to announce a major three-year partnership with DP World focusing on supporting the growth of Roots & Shoots in the UAE/around the world and aiding the development of the Institute in the UK.

The Jane Goodall's Roots & Shoots programme communicates with young people using a wide variety of media including traditional communications through websites, newsletters and school resource packs, both physical and online versions, and increasingly through the use of social media including Twitter, Instagram and Facebook. Communications are undertaken directly and in conjunction with our partners such as National Geographic Kids, St George's House Windsor Castle, RSPCA, Montessori, Earthwatch, Theatre in a Box, Don Hanson Charitable Foundation, Leicester Council and the Times Educational Supplement.

Covid-19 proved extremely challenging for the education sector, with schools being closed for the duration of the pandemic. To support our members, and keep the programme active and relevant, we created our 'Roots & Shoots at Home' and 'Planning My Local Area' resources, and encouraged the 'Roots & Shoots 30' activities to honour the 30th anniversary of the founding of Roots & Shoots. Online workshops were delivered to interested schools and universities and we worked remotely to prepare for three key events – Roots & Shoots 30th Anniversary; Dr Jane Goodall's Birthday and our Annual Awards which was held on-line for the first time in our history and included a Twinning event involving winning schools from the UAE.

The Jane Goodall Institute (UK)

Trustees' annual report for the year ended 31 December 2021 (*continued*)

Of course, Covid-19 impacted the volume of work and projects that could be undertaken by students, but overall, we kept the spirit of the programme alive and used the time to highlight the importance of respecting the environment and continuing activities in parks, green spaces and gardens within pandemic and lockdown restrictions. The Pandemic also created the opportunity to educate our members on the implications of species and habitat destruction; the transfer of zoonotic diseases and live/wet markets; and the importance of respecting these boundaries even more so than ever before.

The Twinning Programme between UK & UAE Roots & Shoots schools continued. Covid-19 had an impact as students had to study remotely and interschool group calls could not take place in the same way. However, there are a good number of school matches that will be reconnected in the next academic year in 2022, when we will also be taking part in a JGI Pen Pal programme between UK schools and schools in Tanzania.

A small sample of the projects through which Jane Goodall's *Roots & Shoots* help young people make a difference to their environment include:

- *Springwatch* – by recording and studying the first appearance of birds, animals, insects and plants in the spring and seeing if these have changed over time, we can explore why this might be. This provides a basis for understanding the connections in nature and for discussions on climate change, it's effect on the world around us and how we have an impact on these changes.
- *Forest Activity* – examining woodlands and forests and understanding how they affect animals, people and the environment. Determining what might be done to reduce deforestation and protect the woodlands and forests around us.
- *Iceworld Activity* - identifying the difficulties wildlife can face during cold weather and how students might be able to help them through these adversities. This activity enables young people to have a beneficial impact on local wildlife through small and simple steps from which they can clearly see the positive effect of their actions.

New Roots & Shoots resources are written every year in keeping with environmental challenges and trends and the issues that need addressing. Examples for the UK in 2021 included:

- *Climate Letters* – by learning about climate change and the UN COP conferences, students identify a locally important business that they can write a letter to in order to ask about the action they are taking to be more environmentally friendly.
- *My Local Trail* – students explore their local area in more depth to find the best spots to see the wildlife living around them and plan a walk that encompasses these areas. They can investigate further by asking older people they know who have lived in the area for some time about how the local environment has changed over the years.
- *The Journey of Wood* – in partnership with Montessori, students explore the journey of wood - from the forest to the products we use. Students learn about types of forests and the trees that grow within them, what different wood is used for, and how it is transported across the world. Covering habitats, sustainability, ethics, human and physical geography, science, English and maths.

The Jane Goodall Institute (UK)

Trustees' annual report for the year ended 31 December 2021 (*continued*)

A number of new resources were also written for our Roots & Shoots twinning programme in the UAE;

- *Lessons From A Pandemic*: 2020 was extremely challenging worldwide, as we witnessed the rise of a new and deadly disease, COVID-19. Countries fought this pandemic with a range of measures including wearing masks and social distancing. In the latter part of 2021, with effective vaccines in the UAE and declining cases, students were asked to explore the lessons learnt from responses to the pandemic and how to help keep us all healthier in the future.
- *Power Up!* Every year the world uses more electricity, with much of it generated by burning fossil fuels. To combat climate change we need to switch to using renewable sources instead. In this resource students looked at solar, hydroelectric and wind power and were asked to make a model wind turbine that powers an LED light.
- *Eco-eating*: By 2050, an estimated 10 billion people will live on Earth. To provide them with a healthy diet, eating habits need to change. Students were asked to examine the choices they can make to reduce their impact as well as being healthier. In this resource they discover which foods are worst for the planet and think about how they could change their diet to benefit our planet as well as our own health.
- *Mars on Earth*: On 9 February 2021 the UAE became the first Arab country to successfully enter a space probe into orbit around Mars. In this resource students explore the probe's mission, what they know about the conditions on Mars and compare them to conditions here on Earth.

Profile raising

Despite the Institute lacking dedicated marketing or communications staff (or agency support) the Institute's new CEO brings much expertise in this area, so during the year a significant amount of progress was made. As detailed in the "Plans for Future Periods" within last year's report, during 2021 key messages were reviewed/updated and existing communications channels were refreshed and revitalized. A new integrated social media planning and delivery approach was developed to promote the same messaging/call to action across the various different Institute channels, including Roots & Shoots in the UK and the UAE.

During the year our social media presence improved due to increased posting, enhanced content and the launch of a new LinkedIn page. Although in terms of absolute follower numbers the Institute lags behind some other charities, the year-end percentage increase is encouraging, and it is hoped this trend will continue into 2022. The Board acknowledges that raising awareness and increasing engagement is key to growth, so it is committed to investing in the recruitment of a new marketing & communications officer next year.

The final quarter of the year was dominated in a very positive way by the launch of Dr Goodall's new book in October 2021 - *"The Book of Hope: A Survival Guide for Trying Times"*. The CEO worked very closely with the Office of the Founder and the publishers to support delivery of the largest UK media campaign ever generated for any of Dr Goodall's many books. An immense amount of coverage was generated during this period, significantly helping to increase awareness of Dr Goodall and the charity in the UK. During this period Dr Goodall was:

- the focus of a *Time* magazine cover and feature
- guest editor of the New Year's Eve edition of the *Today Programme on Radio 4*
- the focus of a *Guardian* G2 multi-page feature & cover
- interviewed by *Fearne Cotton* for her *Happy Place* podcast
- the focus of a *Radio 4* play – *In the Shadow of Man*
- interviewed on *Radio 2's Good Morning Sunday* show
- interviewed by *Chatham House*
- the focus of a multi-page feature in the best-selling Christmas edition of *Good Housekeeping*
- interviewed by *The Sunday Times*
- interviewed by *Jack Harries* for his documentary series, *Seat at the Table*
- interviewed on *Lauren Laverne's Radio 6* show
- the focus of a multi-page feature in *Science & Nature Junior*
- interviewed on *Channel 4 News* and *Sky's Daily Climate Show*
- interviewed in the *Ecologist*

The Jane Goodall Institute (UK)

Trustees' annual report for the year ended 31 December 2021 (*continued*)

During the year planning was also undertaken in preparation to rebrand the charity and develop a new website in 2022.

Campaigning & policy activity

There are 25 Jane Goodall Institutes around the world working together to advance Dr Goodall's vision of a better future for people, other animals and the planet we share. In 2019, JGIs around the world joined forces to launch our first global campaign – *Forever Wild*, aiming at tackling the irresponsible portrayals of chimpanzees on social media. During 2021, the Institute raised awareness of related issues such as wildlife trafficking. The *Forever Wild* campaign will have an increased focus within our new website which will launch next year.

The CEO worked very closely with the Office of the Founder and the organisers of COP 26 to explore opportunities for the Institute to become involved with the climate change summit taking place in the UK at the end of 2021. In July 2021, to mark 100 days from the opening of the event, Dr Goodall was honoured to be appointed an official 'COP26 Advocate' to help raise awareness about the need for climate action globally and to highlight the work that needs to be done to protect the planet for future generations. As part of this role, Dr Goodall who was isolating due to Covid precautions, took part in several virtual sessions of the COP 26 summit and a number of media activities relating to the event.

Dr Jane Goodall DBE

Dr Jane Goodall, DBE, Founder of the Jane Goodall Institute and UN Messenger of Peace, is a world-renowned ethologist and conservationist inspiring greater understanding and action on behalf of the natural world.

Dr Goodall is known for her ground-breaking studies of wild chimpanzees in Gombe Stream National Park, Tanzania, which forever changed our understanding of our relationship to the rest of the animal kingdom. This transformative research, begun in 1960, continues today as the longest running wild chimpanzee study in the world.

Dr Goodall's work builds on scientific innovations, growing a lifetime of advocacy including trailblazing efforts through the Jane Goodall Institute which has Institutes in 25 countries advancing community-led conservation, animal welfare, conservation science, and youth empowerment. Dr Goodall is growing the next generation of compassionate changemakers through her 'Roots & Shoots' environmental and humanitarian youth programme, now active in over 65 countries.

In 2021 Dr Goodall continued to connect with worldwide audiences, despite the challenges of the pandemic, through 'Virtual Jane' including remote lectures, recordings, and her podcast, the "Jane Goodall Hopecast." During the year, Dr Goodall also published her latest book, *The Book of Hope: A Survival Guide for Trying Times* in numerous countries and multiple languages (see page 10) page

In 2021 Dr Goodall was humbled to be the recipient of the *Templeton Prize* which honours individuals whose exemplary achievements harness the power of the sciences to explore the deepest questions of the universe and humankind's place and purpose within it. Celebrating Dr. Goodall's outstanding achievements and global impact in the realms of science and conservation, the Templeton Prize affirms her role as a singular figure of the last century catalysing positive change on an international scale. Due to pandemic restrictions, the presentation of the prize by the US based *The John Templeton Foundation* will take place in 2022, in London.

The Jane Goodall Institute (UK)

Trustees' annual report for the year ended 31 December 2021 (*continued*)

PLANS FOR FUTURE PERIODS - 2022

In line with the Institute's strategic roadmap for 2022-2024, activity will be based around the following main areas in 2022:

Strengthening the foundations for increased growth

- Continued streamlining of internal processes
- Supporting the staff team with on-going training and development
- Reviewing the structure of the team to focus on a drive for growth
- Rebranding the charity
- Developing a new website
- Recruiting new Trustees in line with identified skills needs

Income Generation

- Supporting delivery of the major new partnership with DP World
- Reviewing and redeveloping the supporter database
- Exploring the potential to recruit dedicated fundraising resource to maximise opportunities in this area
- Prioritising applications for corporate partnerships/charity of the year opportunities
- Enhancing the supporter journey with increased engagement and a new bi-monthly supporter e-newsletter sent electronically
- Streamlining online donation and Gift Aid procedures, to improve the donor journey and reduce internal processing time
- Closing down the Membership Scheme, ideally retaining Members as donors or Chimp Guardians.
- Redeveloping the Chimp Guardian programme, with increased benefits to symbolic adopters
- Reviewing and enhancing the Institute's merchandise range

Profile raising

- Recruiting a marketing & communications officer
- Exploring the potential to leverage awareness via the charity's 35th anniversary in 2023
- Working closely with the Office of the Founder to support key events/media activity with Dr Goodall taking place in and/or virtually from the UK
- Supporting delivery of the Templeton Prize event in London by the US based The John Templeton Foundation
- Delivering a flagship public event in London with Dr Goodall, raising funds for the Institute
- Further improving the Institute's social media presence
- Continuing to manage re-active press enquiries and seeking pro-active opportunities to engage with UK media

Community led conservation/JGI chimpanzee sanctuaries

- Increasing the focus on support for JGI projects in Senegal and South Africa by prioritising this work within the Institute's new website launching in 2022
- Supplying financial grants (subject to income) for JGI projects in Senegal and South Africa when possible
- Continuing to support the Tchimpounga Chimpanzee Sanctuary through the Institute's Chimpanzee Guardianship income.

The Jane Goodall Institute (UK)

Trustees' annual report for the year ended 31 December 2021 (*continued*)

Campaigning/Policy

- Supporting JGI global campaigns relating to animal welfare, conservation and environmental protection
- Increasing UK promotion of the global JGI campaign, Forever Wild to supporters and the public
- Working together with key conservation/wildlife/climate change partners to raise awareness of and supporter engagement with issues of relevance to the Institute when possible subject to capacity

Roots & Shoots development

- Reviewing the staff structure of Roots & Shoots with a view to increasing resource if possible, to enable growth
- Increasing the number of Roots & Shoots groups in the UK
- Implementing projects funded by DP World, including the creation of new resources in the areas of sustainable shipping, ocean life and commercial fishing
- Delivering the annual awards events in both the UK and the UAE
- Developing the Roots & Shoots programme in selected universities
- Increasing Roots & Shoots awareness and engagement via social and other media
- Expanding the Twinning programme between the UK and UAE
- Exploring opportunities for additional long-term funding of the programme in the UK and UAE

FINANCIAL REVIEW

Due to on-going Covid restrictions this has been another very challenging year for everyone. Once again, we have seen an uplift in our 2021 income compared to the previous year, largely in thanks to year one of the grant from DP World (see page 26).

During the year the Institute's programme of grants to other Jane Goodall Institutes in Africa and expenditure increased to £430,367 (2020 - £256,728) against its income of £594,365 (2020 - £316,454). This resulted in a surplus for the year of £163,998 (2020 - £59,726 surplus), however a large proportion relates to the residue of the grant income from DP World carried forward for spending in 2022. The accumulated funds at 31 December 2021 amount to £384,779 (2020 - £220,781).

The Trustees have continued to commit more of the Institute's expenditure each year to charitable activities than is spent on its fundraising and overheads. The Institute continues to closely monitor expenditure and to minimise costs incurred other than those directly related to charitable activities. Expenditure on charitable activities for the year amounts to £386,083 (2020 - £199,698) and other expenditure to £44,284 (2020 - £57,030).

Reserves policy

It is the policy of the Institute to hold unrestricted funds, its free reserves, equivalent to between six- and twelve-month's unrestricted expenditure, so as to provide only such funds as are necessary to cover management and administration costs, both planned and unforeseen, and to cover project costs.

At the balance sheet date, the Institute held unrestricted funds of £356,120 (2020: £207,664). This represents 16 months of unrestricted expenditure at 2021 levels.

The Jane Goodall Institute (UK)

Trustees' annual report for the year ended 31 December 2021 (*continued*)

Trustees' responsibilities in relation to the financial statements

Law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the charity's financial activities during the year and of its financial position at the end of the year. In preparing those financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable accounting standards and statements of recommended practice have been followed subject to any departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The Trustees are responsible for keeping accounting records which disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (issued in October 2019).

The annual report on pages 3 to 14 was approved by the trustees, as a body, and signed on their behalf by:

Mary Lewis

The Jane Goodall Institute (UK) _2021
Mary Lewis (Oct 31, 2022, 3:54pm)
Trustee

Date: 31 Oct 2022

The Jane Goodall Institute (UK)

Independent examiner's report To the Trustees of The Jane Goodall Institute (UK)

I report to the trustees on my examination of the accounts of The Jane Goodall Institute (UK) ("the Institute") for the year ended 31 December 2021, which are set out on pages 16 to 29.

This report is made solely to the charity trustees, as a body, in accordance with Regulation 31 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the charity's trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity's trustees as a body, for my work, for this report, or for the statement I have made.

Responsibilities and basis of report

As the charity trustees of the Institute, 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 Institute's accounts carried out under section 145 of the 2011 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

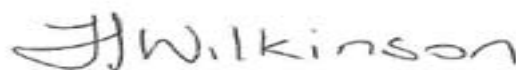
Since the Institute's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the list bodies. 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:

- 1 accounting records were not kept in respect of the Institute 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; or
- 4 the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102).

I have no concerns and 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.

Helena Wilkinson FCA DChA

Date: 31 October 2022



**Tennyson House
Cambridge Business Park
Cambridge
CB4 0WZ**

The Jane Goodall Institute (UK)

Statement of Financial Activities
for the year ended 31 December 2021

	Notes	Unrestricted funds £	Restricted funds £	Total 2021 £	Unrestricted funds £	Restricted funds £	Total 2020 £
Income from:							
Donations and legacies	2	265,118	57,855	322,973	144,994	117,284	262,278
Charitable Activities	3	125,000	125,000	250,000	33,664	-	33,664
Other trading activities	4	20,867	500	21,367	20,364	-	20,364
Investments		25	-	25	136	12	148
Total income		411,010	183,355	594,365	199,158	117,296	316,454
Expenditure on:							
Raising funds	6	43,211	1,073	44,284	55,881	1,149	57,030
Charitable activities	7	219,343	166,740	386,083	67,227	132,471	199,698
Total expenditure		262,554	167,813	430,367	123,108	133,620	256,728
Net Income/Expenditure		148,456	15,542	163,998	76,050	(16,324)	59,726
Transfers between funds		-	-	-	(21,587)	21,587	-
Net movement in funds for the year		148,456	15,542	163,998	54,463	5,263	59,726
Reconciliation of funds							
Total funds brought forward		207,664	13,117	220,781	153,201	7,854	161,055
Total funds carried forward		356,120	28,659	384,779	207,664	13,117	220,781

The notes on pages 19 to 29 form part of these financial statements.

The Jane Goodall Institute (UK)

Balance sheet at 31 December 2021

Charity number 327858	Note	2021 £	2021 £	2020 £	2020 £
Fixed assets					
Tangible assets	12		3,694		3,390
Current assets					
Stock	13	11,454		8,029	
Debtors	14	7,290		13,177	
Cash at bank and in hand		389,556		227,982	
		408,300		249,188	
Creditors: amounts falling due within one year	15	27,215		31,797	
Net current assets			381,085		217,391
Net assets			384,779		220,781
Funds					
Restricted funds	16		28,659		13,117
Unrestricted funds	17		356,120		207,664
Total funds carried forward			384,779		220,781

The financial statements on pages 16 to 29 were approved by the Trustees, as a body, and signed on their behalf by:

Mary Lewis

The Jane Goodall Institute (UK) - 2021
Accounts to Sign (Oct 31, 2022, 3:54pm)
Mary Lewis
Trustee

Date: 31 Oct 2022

The notes on pages 19 to 29 form part of these financial statements.

The Jane Goodall Institute (UK)
Statement of Cash Flows

For the year ended 31 December 2021

	Notes	2021 (£)	2020 (£)
Cash flow from operating activities			
Net cash flow from operating activities (see below)		163,630	59,678
Cash flow from investing activities			
Dividends, interest and rents from investments		25	148
Purchase of tangible assets	12	(2,081)	(4,264)
Change in cash and cash equivalents in the year		161,574	55,562
Cash and cash equivalents brought forward		227,982	172,420
Cash and cash equivalents carried forward		389,556	227,982

		2021 (£)	2020 (£)
Reconciliation of net movement in funds to net cash flow from operating activities			
Net income for the year as per Statement of Financial Activities		163,998	59,726
Adjustment for:			
Depreciation charges	12	1,777	874
Dividends, interest and rents from investments		(25)	(148)
(Increase)/decrease in stock	13	(3,425)	(1,147)
(Increase)/decrease in debtors	14	5,887	(6,236)
Increase/(decrease) in creditors	15	(4,582)	6,609
Net cash used in operating activities		163,630	59,678

Analysis of changes in net debt

	At 1 Jan 2021	Cashflows	At 31 Dec 2021
Cash and cash equivalents			
Cash	227,982	161,574	389,556
Borrowings			
Debt due within one year	10,130	-	10,130
Total	217,852	161,574	379,426

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2021

1 Accounting policies

The principal accounting policies are set out below. The accounting policies have been adopted consistently throughout the year.

Basis of accounting

The financial statements have been prepared under the historical cost convention.

The reporting currency of the charity is £ and the accounts have been rounded to the nearest whole £.

The financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) effective 1 January 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

The financial statements have been prepared to give us a “true and fair” view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a “true and fair view”. This departure has involved following Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from April 2005 which has since been withdrawn”.

The trust constitutes a public benefit as defined by FRS 102.

Going concern

In line with similar organisations, the charity relies on securing funding each year to meet its charitable expenditure. The Trustees have considered cash flow requirements for the period to the end of 2023 and believe the charity can meet its commitments for this period. Accordingly, the Trustees consider it appropriate to prepare the accounts on the going concern basis.

Funds employed

All funds employed must be expended in furtherance of the charitable objects of the Institute.

Unrestricted funds are funds which the Trustees are free to use for any purpose in the furtherance of the Charitable Objectives.

Restricted funds may only be used for the particular purpose where this is specified by the donors or when funds are raised for a particular purpose.

Designated funds represent amounts set aside by the Trustees for a particular purpose. They form part of the charity's unrestricted funds and may be reallocated.

The nature and purpose of each of the funds are set out in note 16.

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2021 (*continued*)

Income

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received, and the amount of income receivable can be measured reliably.

Donations are typically recognised when received, being the point at which the three criteria for income recognition above are met. Income from grants is recognised when there is evidence of entitlement, receipt is probable and its amount can be measured reliably, unless it relates to a specific future period, in which case it is deferred.

In the event that a donation or grant is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity, and it is probable that those conditions will be fulfilled in the reporting period.

Legacy gifts are recognised on a case-by-case basis following the granting of probate when the administrator/executor for the estate has communicated in writing both the amount and settlement date. In the event that the gift is in the form of an asset other than cash, or a financial asset traded on a recognised stock exchange, recognition is subject to the value of the gift being reliably measurable with a degree of reasonable accuracy and the title to the asset having been transferred to the charity.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

Expenditure recognition

Expenditure is included on an accruals basis. Liabilities are recognised as soon as there is a legal or constructive obligation committing the Charity to that expenditure, it is probable that settlement will be required, and the amount of the obligation can be measured reliably.

Irrecoverable VAT is treated as part of the expense to which it relates.

Grants payable are charged in the year when the offer is conveyed to the recipient except in those cases where the offer is conditional, such grants being recognised when the conditions attached are fulfilled. Grants offered subject to conditions which have not been met at the year-end are noted as a commitment but not accrued as expenditure.

Support costs comprise management and administration costs for the running of the charity.

The rental charges of operating leases are taken to the Statement of Financial Activities as incurred.

Allocation of support and governance costs

Support costs and governance costs have been allocated between fundraising and charitable activities. Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice (these costs include costs related to the independent examiner and legal fees).

The Trustees have reviewed and updated in comparison to previous years, cost allocations for 2021 and used the following bases to allocate costs between Fundraising and Charitable Activities as follows:

- *Staff costs* – allocated to fundraising activities and raising funds based on the % of time spent by individual staff members
- *Office and administration costs* – 22.3% Fund Raising and 77.7% Charitable Activities
- *Rent* – 22.3% Fund Raising and 77.7% Charitable Activities
- *Insurance* – 22.3% Fund Raising and 77.7% Charitable Activities
- *Governance costs* – 100% Charitable Activities

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2021 (*continued*)

Charitable activities

The charitable activities of the organization include:

- **Africa Community Conservation & Chimp Sanctuaries:** supporting community conservation projects delivered by other JGIs in Africa and supporting JGI sanctuaries in Africa for orphan chimpanzees illegally taken from the wild
- **Roots & Shoots UK & UAE:** delivering the environmental and humanitarian educational programme for young people in the UK and the UAE
- **Awareness, Campaigning & Policy Activity in the UK:** the charity also undertakes activities promoting awareness, undertaking campaigning and developing policy initiatives in the UK.
- **Roots & Shoots International Growth** - as detailed on page 6, the Institute received £125,000 of restricted funding in 2021 from DP World, of which £68,750 was donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit. As per the Agreement with DP World, £25,000 was restricted to Roots & Shoots projects in Africa, £25,000 restricted to Roots & Shoots projects around the world (excluding the UAE and Africa) and £18,750 to cover the resource costs of managing this programme.

Costs of charitable activities include grants made, direct costs of delivering projects and an apportionment of support and governance costs.

Fixed assets

Fixed assets are included in the balance sheet at their cost to the Institute until fully depreciated, when they are written off. Assets costing less than £50 are not capitalised. Depreciation is provided on a straight-line basis, over a period estimated to write off each asset over the term of its useful life.

- Computer Equipment - 3 years
- Office Equipment - 5 years
- Website - 3 years

Stock

Stock, which represents books and merchandise, is valued at the lower of cost and net realisable value.

Foreign currency

Foreign currency transactions of the Institute are translated at the rates ruling when they occurred. Foreign currency monetary assets and liabilities are translated at the rates ruling at the balance sheet dates. Any differences are taken to the profit and loss account.

Pensions

Contributions to the Institute's defined contribution pension scheme are dealt with in the Statement of Financial Activities in the year in which they become payable. The assets of the scheme are held separately from those of the Institute in an independently administered fund.

Leased assets

Office rent is charged to the profit and loss account on a straight-line basis over the term of the lease.

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2021 (*continued*)

2 Income from donations and legacies

	Unrestricted funds £	Restricted funds £	2021 £	2020 £
Membership subscriptions	4,211	840	5,051	7,049
Legacies	81,811	-	81,811	98,016
Donations	114,935	54,578	169,513	151,773
Donations in lieu of Speaker Income*	62,766	48	62,814	-
Guardianship programme	-	2,284	2,284	4,440
The Peak Society	1,395	105	1,500	1,000
Total	265,118	57,855	322,973	262,278

*A review of income received from speaker events was undertaken during the year and it was determined that the income was in the form of donations rather than earned income as categorised in 2020.

3 Income from charitable activities

	Unrestricted funds £	Restricted funds £	2021 £	2020 £
Provision of services	125,000	125,000	250,000	-
Speaker Income	-	-	-	33,664
Total	125,000	125,000	250,000	33,664

4 Income from other trading activities

	Unrestricted funds £	Restricted funds £	2021 £	2020 £
Presentations and events	18,755	500	19,255	17,699
Proceeds of sale of books and merchandise	2,112	-	2,112	2,665
Total	20,867	500	21,367	20,364

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2021 (continued)

5 Support costs

The breakdown support costs of the charity and how these were allocated between fund raising and charitable activities is shown below.

These costs have been apportioned across the work of the charity on the basis disclosed in note 1 (the fundraising % has been lowered in 2021 in comparison to previous years) and allocated to each of the charity's activities as set out in note 7b:

	Raising Funds	Charitable Activities	Total	Raising Funds	Charitable Activities	Total
Support Cost Allocation	£	£	2021 £	£	£	2020 £
Staff costs	8,392	50,962	59,354	16,573	11,048	27,621
Office and administration	4,165	14,485	18,650	15,074	10,474	25,548
Rent	1,492	5,190	6,682	3,476	3,476	6,952
Insurance	566	1,967	2,533	595	595	1,190
Consultancy Fees	11,367	-	11,367	11,043	9,288	20,331
Governance costs	-	15,849	15,849	-	12,812	12,812
Total	25,982	88,453	114,435	46,761	47,693	94,454

6 Expenditure on raising funds

	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
	£	£	2021 £	£	£	2020 £
Direct Fundraising Costs						
Direct Staff Costs	12,800	-	12,800	-	-	-
Purchases of books and merchandise for resale	955	-	955	1,460	-	1,460
Presentations and events	2,108	-	2,108	-	-	-
Other fundraising costs	1,366	1,073	2,439	7,660	1,149	8,809
Support cost allocation (note 5)	25,982	-	25,982	46,761	-	46,761
Total	43,211	1,073	44,284	55,881	1,149	57,030

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2021 (continued)

7a Expenditure on charitable activities

	Unrestricted Funds £	Restricted Funds £	2021 £	Unrestricted Funds £	Restricted Funds £	2020 £
Direct Costs						
Direct Staff Costs	90,734	9,249	99,983	-	90,050	90,050
Direct Activities Undertaken	2,651	32,170	34,821	2,286	6,515	8,801
Direct support Costs	-	13,881	13,881	-	-	-
Grant Funding of Activities	59,280	89,665	148,945	17,248	6,733	23,981
Professional Fees	-	-	-	-	29,173	29,173
Support Costs allocation (See note 5)	66,678	21,775	88,453	47,693	-	47,693
Total	219,343	166,740	386,083	67,227	132,471	199,698

7b Expenditure on charitable activities – By Programme

	Unrestricted funds £	Restricted funds £	2021 £	Unrestricted Funds £	Restricted Funds £	2020 £
Africa Community Conservation & Chimp Sanctuaries						
Grant Funding of Activities	59,280	20,915	80,195	17,248	-	17,248
Direct Staff Costs	1,236	-	1,236	-	-	-
Direct Activities Undertaken	1,242	-	1,242	-	-	-
Allocated Support Costs	7,219	-	7,219	6,129	-	6,129
Total	68,977	20,915	89,892	23,377	-	23,377
Roots & Shoots UK & UAE						
Direct Staff Costs	84,863	9,249	94,112	-	90,050	90,050
Direct Activities Undertaken	-	32,170	32,170	2,286	6,515	8,801
Direct Support Costs	-	13,881	13,881	-	-	-
Grant Funding of Activities	-	-	-	-	6,733	6,733
Allocated Support Costs	25,482	16,254	41,736	41,564	-	41,564
Professional Fees	-	-	-	-	29,173	29,173
Total	110,345	71,554	181,899	43,850	132,471	176,321
Roots & Shoots International Growth						
Grant Funding of Activities	-	68,750	68,750	-	-	-
Allocated Support Costs	6,371	5,521	11,892	-	-	-
Total	6,371	74,271	80,642	-	-	-

Roots & Shoots International Growth

Grant Funding of Activities	£50,000
Direct staff costs	£18,750

As detailed on page 6, the Institute received £125,000 of restricted funding in 2021 from DP World, of which £68,750 was donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit. As per the Agreement with DP World, £25,000 was restricted to Roots & Shoots projects in Africa, £25,000 restricted to Roots & Shoots projects around the world (excluding the UAE and Africa) and £18,750 to cover the resource costs of managing this programme.

Awareness, Campaigning & Policy Activity in the UK						
Direct Staff Costs	4,635	-	4,635	-	-	-
Direct Activities Undertaken	1,409	-	1,409	-	-	-
Allocated Support Costs	27,606	-	27,606	-	-	-
Total	33,650	-	33,650	-	-	-
Total	219,343	166,740	386,083	67,227	132,471	199,698

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2021 (*continued*)

8 Net income for the year

	2021 £	2020 £
This is stated after charging:		
Independent examiner's fee	3,180	3,360
Depreciation	1,777	874
	<u> </u>	<u> </u>

9 Staff costs

	2021 £	2020 £
Wages and salaries	147,540	106,559
National insurance costs	11,834	7,063
Pension costs	5,940	4,049
	<u> </u>	<u> </u>
Total	165,314	117,671
	<u> </u>	<u> </u>

There are zero (2020: zero) employees with emoluments of over £60,000.

The average number of employees during the year was 4 (2020 - 3).

Full time Equivalent Employees

	2021	2020
Full time Employees	3.0	2.0
Part-time Employees	0.8	0.8
Total FTE Employees	<u>3.8</u>	<u>2.8</u>

Key Management Personnel

The Trustees consider the CEO as comprising the key management personnel of the charity. The CEO joined in May 2021, therefore costs relating to the Executive Director, Education (who reports into the CEO) are included for January – April 2021.

The total amount of employee benefits received by key management personnel in 2021 was £62,068 (2020: £64,598).

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2021 (*continued*)

10 Trustee remuneration and expenses

None of the Trustees, nor any persons connected with them, received any remuneration during the year from the Institute (2020 - £Nil).

The charity insurance policy for 2021 and 2020 included Trustee Indemnity Insurance. The cost of the Trustee Indemnity Insurance element of the policy is not separately identifiable.

One trustee was reimbursed expenses of £35 (2020 : £nil) for membership of the Honorary Treasurers Association.

11 Taxation

The charity is exempt from direct tax on its charitable activities.

12 Tangible fixed assets

	Website	Office equipment £	Computer equipment £	Total £
<i>Cost</i>				
At 1 January 2021	-	330	3,934	4,264
Additions	1,200	-	881	2,081
At 31 st December 2021	<u>1,200</u>	<u>330</u>	<u>4,815</u>	<u>6,345</u>
<i>Depreciation</i>				
At 1 January 2021	-	6	868	874
Provided during year	253	66	1,458	1,777
At 31 December 2021	<u>253</u>	<u>72</u>	<u>2,326</u>	<u>2,651</u>
<i>Net book value</i>				
At 1 January 2021	-	324	3,066	3,390
At 31 December 2021	<u>947</u>	<u>258</u>	<u>2,489</u>	<u>3,694</u>

The Jane Goodall Institute (UK)

Notes forming part of the financial statements
for the year ended 31 December 2021 (*continued*)

13 Stock	2021	2020
	£	£
Books	7,685	3,855
Merchandise	3,769	4,174
Total	11,454	8,029
14 Debtors	2021	2020
	£	£
Other debtors	1,329	7,843
Prepayments	5,961	5,334
Total	7,290	13,177
15 Creditors: amounts falling due within one year	2021	2020
	£	£
Trade creditors	4,370	8,664
Trustee loan	10,130	10,130
Accruals	5,390	8,711
Taxation and social security	5,364	2,710
Pension creditor	1,961	1,582
Total	27,215	31,797

The Jane Goodall Institute (UK)

Notes forming part of the financial statements
for the year ended 31 December 2021 (*continued*)

16 Restricted funds

	Balance at 01/01/2021 £	Income £	Expenditure £	Transfer £	Balance at 31/12/2021 £
Roots & Shoots UK	-	68,389	(43,742)	-	24,647
Roots & Shoots UAE	-	25,000	(25,000)	-	-
Tchimpounga	8,117	4,824	(11,915)	-	1,026
Senegal	5,000	756	(5,015)	-	741
Chimp Eden	-	6,261	(4,016)	-	2,245
Restricted JGI UK	-	9,375	(9,375)	-	-
JGI Global DP World	-	68,750	(68,750)	-	-
Total	13,117	183,355	(167,813)	-	28,659

Restricted funds - previous year	Balance at 01/01/2020 £	Income £	Expenditure £	Transfer £	Balance at 31/12/2020 £
Gombe Housing project	1,450	-	-	(1,450)	-
Roots & Shoots programme	6,404	104,179	(133,612)	23,029	-
Tchimpounga	-	8,117	-	-	8,117
Senegal	-	5,000	-	-	5,000
Total	7,854	117,296	(133,612)	21,579	13,117

Restricted Funds Description – current year

Roots & Shoots UK

Funds restricted by donors to support deliver of Roots & Shoots, our free environmental and humanitarian programme for young people, in the UK.

Roots & Shoots UAE

Funds restricted by donors to support deliver of Roots & Shoots, our free environmental and humanitarian programme for young people, in the UAE.

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2021 (*continued*)

Tchimpounga

For many years the Institute has proudly supported the Tchimpounga Chimpanzee Rehabilitation Centre run by *the Jane Goodall Institute, Republic of Congo*, via our Chimp Guardian programme which offers symbolic adoptions of rescued chimps. 100% of income from our Chimp Guardian programme was donated to *the Jane Goodall Institute, Republic of Congo* in 2021.

Senegal

Funds restricted for Senegal are to support the protection of the critically endangered Western chimpanzee and reversing deforestation through community led initiatives. Our sister organisation '*Instituto Jane Goodall*' (*the Jane Goodall Institute Spain*) operates with a local field team in the Kédougou region of southeastern Senegal and across the border, in northern Guinea using the Tacare community conservation approach developed by Dr Jane Goodall.

Chimp Eden

Funds restricted for Chimp Eden, are to support the Chimp Eden sanctuary, run by the *Jane Goodall Institute South Africa* providing a safe haven for rescued chimps from across Africa. Established in 2006, this very special sanctuary is home to chimpanzees rescued from across Africa who have survived the bushmeat trade, been orphaned, sold in illegal pet markets, or used as entertainment in circuses, beach resorts and night clubs.

Restricted JGI UK

Funds donated by DP World and restricted to support delivery of the DP World agreement.

JGI Global DP World

As detailed on page 6, the Institute is proud to have developed an agreement with DP World that shares income from its grant with other JGIs around the world - as such from the first-year grant payment, £25,000 was restricted to Roots & Shoots projects in Africa and another £25,000 restricted to Roots & Shoots projects around the world (excluding the UAE and Africa). This £50,000 expenditure was held in the 'JGI Global' restricted fund prior to being donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit, to distribute to Roots & Shoots projects around the globe. As per the Agreement with DP World, a further £18,750 was donated to the Jane Goodall Institute Global to cover the resource costs of managing the Roots & Shoots international growth programme.

DP World contributed restricted funding of £125,000 across a number of the above restricted funds as follows

Roots & Shoots UK	£25,000
Roots & Shoots UAE	£21,875
Restricted JGI	£ 9,375
JGI Global	£68,750

Restricted Funds Description- previous year

Gombe Housing Project

This fund related to a supporter appeal by the Institute in 2015 in conjunction with the 55th Anniversary of Dr Jane Goodall DBE commencing her revolutionary study of chimpanzees in Gombe, Tanzania. The appeal focused on raising funds to provide much needed new accommodation at the Gombe Stream Research Centre for the researchers, conservationists and staff. The bulk of the appeal income derived from the generous support of a major donor who agreed that the surplus in the Gombe Housing project fund could be transferred to unrestricted funds to cover administrative expenses and the fund closed in 2020.

The Jane Goodall Institute (UK)

Notes forming part of the financial statements
for the year ended 31 December 2021 (*continued*)

17	Analysis of net assets between funds										
		Unrestricted	Senegal	Congo	Roots & Shoots UK	Roots & Shoo	Chimp Eden	Rest JGI	JGI Global DP World	Total Restricted	Total 2021
		£	£	£	£	£	£	£	£	£	£
	Fixed Assets	3,694	-	-	-	-	-	-	-	-	3,694
	Cash at bank	358,598	633	676	27,076	1,437	1,136	-	-	30,958	389,556
	Other current assets	17,177	108	350	-	-	1,109	-	-	1,567	18,744
	Creditors falling due within one year	(23,349)	-	-	(2,429)	(1,437)	-	-	-	(3,866)	(27,215)
	Total net assets at 31 December 2021	356,120	741	1,026	24,647	-	2,245	-	-	28,659	384,779

17	Analysis of net assets between funds (prior year)					
		Unrestricted	Senegal	Congo	Total Restricted	Total 2020
		£	£	£	£	£
	Fixed Assets	3,390	-	-	-	3,390
	Cash at bank	215,998	5,000	6,984	11,984	227,982
	Other current assets	20,073	-	1,133	1,133	21,206
	Creditors falling due within one year	(31,797)	-	-	-	(31,797)
	Total net assets at 31 December 2020	207,664	5,000	8,117	13,117	220,781

18 Financial commitments

As at 31 December 2021, the charity had total annual commitments under non-cancellable property leases as set out below:

	2021 £	2020 £
Not later than one year	6,666	5,556
Within two to five years	4,068	9,512
	10,734	15,068

19 Related party transactions

For many years the Institute has offered a number of books, written by Dr Jane Goodall, for sale as a way of raising revenue for the charity and also advance education and increase awareness of conservation issues. The books are purchased at a discounted rate (usually 50%) directly from the publisher and so any royalty benefit to Dr Goodall is likely to be small. The trustees consider that the purchase of these books and their sale is in the best interests of the charity and is permissible under the Charities Act. In 2021, the cost of books written by Dr Jane Goodall that were purchased by the Institute was £5,479 (2020 : £955).

The Trustee loan, included within Creditors: amounts falling due within one year, of £10,130 (2020 : £10,130) is unsecured, interest free and repayable by agreement between The Jane Goodall Institute (UK) and the Trustee.

Accounts

The Jane Goodall Institute (UK)

Annual Report and Financial Statements

Year Ended

31 December 2020

Charity Number 327858

The Jane Goodall Institute (UK)

Report and financial statements for the year ended 31 December 2020

Contents

Page:

1	Legal and administrative information
2	Trustees' annual report
9	Independent examiner's report
10	Statement of financial activities
11	Balance sheet
12	Notes forming part of the financial statements

The Jane Goodall Institute (UK)

Legal and administrative information for the year ended 31 December 2020

Trustees

The trustees at the date of this report are given below. Where the trustee has not served throughout the financial year the date of appointment has been given:

	Date of Appointment	Date of Resignation
Dr Jane Goodall DBE, Founder, the Jane Goodall Institute & UN Messenger of Peace		
Sally Barney		24 January 2020
Alessio di Capua		24 January 2020
Vincent Forestier (Chair)		9 September 2021
Ben Garrod		23 July 2020
Paul Hetherington		24 January 2020
Mary Lewis - Dr. Goodall's representative (Joint Chair from 9 September 2021)		
Susanna Raimes		24 January 2020
Saras Seth		28 May 2020
Adrian Sladdin		24 January 2020
Nicky Whitehead (Treasurer & Joint Chair from 9 September 2021)	27 May 2020	
Dr Roger Wood		7 August 2020
John Yates		24 January 2020

Registered Charity Number

327858

Principal Office

Suite 2, M Shed, The Shipyard, Lymington, Hampshire SO41 3YL

Banker

National Westminster Bank Plc, 1 Princes Street, London, EC2R 8ZA

Independent Examiner

David l'Anson ACA, BDO LLP, Arcadia House, Maritime Walk, Southampton, SO14 3TL

The Jane Goodall Institute (UK)

Trustees' annual report for the year ended 31 December 2020

The trustees are pleased to present their report together with the financial statements of The Jane Goodall Institute (UK) ("the Institute") for the year ended 31 December 2020.

Structure, Governance and Management

Constitution

The Institute is a registered charity (Number 327858), an unincorporated association regulated by a declaration of trust dated 25 May 1988. Investment powers are limited to those available under charity legislation.

The Institute is one of a network of international The Jane Goodall Institutes ("JGIs") with offices in 24 countries throughout Africa, the Americas, Asia and Europe.

The Board of Trustees is the governing body of the organisation and has legal and financial responsibility for the charity. The Board determines strategic direction, with operational management of the charity delegated to the staff team (and from May 2021 via our new CEO). The Trustees normally meet eight times per year.

The power of appointing new and additional trustees is vested in the continuing trustees.

The Institute is pleased to announce the appointment of a new Chief Executive Officer, Corinna McShane, from 24 May 2021.

Principal Objectives

We refer to the guidance contained in the Charity Commission's guidance on public benefit when reviewing our aims and objectives and in planning our future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives they have set.

The purpose of the Institute as specified in the Trust Deed is the advancement of education for the public benefit, of supporting study of research into wildlife and into conservation of wildlife in any part of the world, and the dissemination to the public of the result of such study and research. The Institute supports the delivery of a range of programmes both directly and indirectly through other Jane Goodall Institutes around the world.

In particular to:

- support scientific research into wild chimpanzees in Gombe National Park, Tanzania
- support sanctuaries for orphan chimpanzees illegally taken from the wild
- support behavioral studies on chimpanzees in captivity
- support educational programmes relating to the above.

In addition to the above, these purposes are also lived out through supporting the innovative and world-renowned *TACARE* programme (a holistic programme of conserving forest habitats by empowering local communities to develop projects including tree nurseries, microcredit, health care and education); supporting conservation programmes around chimpanzee habitats in Africa and delivery of our highly successful *Jane Goodall's Roots & Shoots* environmental and humanitarian youth education programme in the UK and the UAE.

Jane Goodall's Roots & Shoots empowers networks of young people to make a better world for people, animals and the environment. It aims to integrate educational goals, environmental awareness and community involvement by encouraging practical activities through which schools and young people's groups can make their own contribution so that young people of all ages become aware of their actions and how they affect their local community and the environment as a whole. *Jane Goodall's Roots & Shoots* is now active in more than 60 countries around the world. The Institute delivers *Jane Goodall's Roots & Shoots* in the UK and the UAE, providing free resources for teachers and team leaders growing the next generation of compassionate changemakers.

The Jane Goodall Institute (UK)

Trustees' annual report for the year ended 31 December 2020 (*continued*)

Achievements and Performance

We are honoured that Dr Jane Goodall, DBE is a member of the Board of Trustees. The Board continues to offer expertise across the areas required for the success of the Institute in the projects it supports in conservation, education and ecology and in its governance and fundraising responsibilities. During the year, the Institute appointed a new treasurer (Nicky Whitehead an FCA Chartered Accountant).

Due to the Covid-19 pandemic, 2020 was a tumultuous year that affected everyone. We would like to thank our staff team for their continued dedication to the charity and our Members, Chimpanzee Guardians and donors for their on-going support.

Covid-19 and remote working

During the year, there were unforeseen challenges due to Covid-19 but also many achievements to be proud of. We worked within restrictions and lockdowns, adapting our services wherever possible and throughout the year our small staff team continued to work remotely.

Fundraising programmes and practices

The Institute receives no government funding and relies on the kind generosity of individuals and companies to help keep the Institute funded. The Institute's fundraising strategy is overseen by its Board of Trustees and delivered by the staff team which seek support from individuals, companies and charitable trusts. We are very grateful to all our Members, Chimpanzee Guardians and donors who have supported the Institute during this very challenging year. We never cease to be grateful to all those who so kindly remember the Institute in their wills.

The Institute conducts all of its fundraising activity in line with the Fundraising Regulator Code of Fundraising Practice and is pleased to confirm that it has received no complaints in relation to its fundraising activity over the course of the year to 31 December 2020.

The Institute has been fortunate to secure two new sources of three-year funding (largely relating to Roots & Shoots) post 31 December 2020, that will commence in 2021.

The Institute's resources and efforts will remain focussed on delivering the objectives detailed under the Plans for Future Periods below.

Membership and Chimpanzee Guardianship

The Institute continues to encourage its supporters to become Members and Chimpanzee Guardians and this remains a priority for the Institute. The Trustees have continued with the policy of allocating 75% of the Chimpanzee Guardianship income to support specific projects at the Tchimpounga Chimpanzee Rehabilitation Project in the Republic of Congo. Membership and Chimpanzee Guardianship numbers increased during the year - perhaps a reflection of people becoming increasingly connected with nature during the pandemic.

Tchimpounga sanctuary

The Tchimpounga project in Republic of Congo (run by the *Jane Goodall Institute, Republic of Congo*) is the largest chimpanzee sanctuary in Africa. It includes three islands in the River Kouilou which provide a more natural environment, whilst allowing the continued care, rehabilitation and non-invasive behavioural research of rescued chimpanzees.

Chimpanzees, orphaned as a result of the bushmeat trade or rescued from maltreatment, have now been released on all three of the islands and are allowing for a much-improved environment for them to develop and allowing the sanctuary to continue to accept more chimpanzees.

The fundraising efforts of the Institute, along with those of JGI's around the world, support these innovative plans which increase the capacity and further improve the welfare offered by the chimpanzee sanctuary in Tchimpounga and offer the opportunity for the chimpanzees to a life closer to their natural habitat.

The Jane Goodall Institute (UK)

Trustees' annual report for the year ended 31 December 2020 (*continued*)

Achievements and Performance (*continued*)

To protect the primates and staff from the spread of the Covid-19, new safety and quarantine protocols were introduced at the Tchimpounga sanctuary. By the end of March 2020, the sanctuary and the island rehabilitation sites had become strict quarantine zones. The sanctuary and island staff began working in fixed fifteen-day rotations onsite, with staff strictly limited to specific zones within the interior of the sanctuary and per island camp. All non-rotation staff (including drivers and boat pilots) were prohibited from entry into the sanctuary and island sites, with all foot and vehicle access closed. Even fruit deliveries were left at the exterior of the quarantine zone to be disinfected and transported to the kitchens by a specifically designated vehicle (used only for fruit transport) at the sanctuary and by special crates at the islands. The fruits then passed through further disinfection before preparation and serving. During the year it was possible to relax some of the quarantine restrictions, but Covid-19 safety protocols remained in place.

Gombe Stream National Park

The Institute also provides support for the incredible study of chimpanzees at Gombe Stream in Tanzania which has operated for nearly sixty continuous years making it one of the longest running studies of animals in the wild. These studies continue to provide valuable insights into our closest relatives' emotions, behaviours and social structures.

Ongoing research and extensive conservation work is carried on at Gombe Stream by *the Jane Goodall Institute, Tanzania*, which employs local people as part of the research team. The research projects are helping answer such compelling questions as how certain diseases are spread, how to stop forest destruction with its effects on climate change and how to improve the plight of women in developing countries. The impact of the Gombe Stream Project research spans the globe and covers a wide range of scientific disciplines, including human evolution, ethology, anthropology, behavioural psychology, sociology, conservation, disease transmission (including HIV-AIDS), aging and geospatial mapping.

Research activities, like other aspects of life, were not spared by the Covid-19 pandemic. JGI Tanzania had to suspend its main behavioural research activities in Gombe in March 2020 to avoid any risk of transmitting the disease to chimpanzees. By the end of April limited research was recommenced with a reduced skeleton staff, with full operations resuming by November 2020. Throughout the year new Covid-19 protocols were introduced to protect staff and to limit risks of disease transmission between people and chimpanzees.

Jane Goodall's Roots & Shoots

Jane Goodall's Roots & Shoots programme continues to involve young people of all ages in the UK and around the world with an innovative and award-winning programme. The programme empowers young people to become involved in hands on projects to benefit their local community, animals and the environment leading to them becoming better, more informed global citizens. The Institute delivers *Jane Goodall's Roots & Shoots* in the UK and the UAE.

The programme started with 30 pilot schools before being launched nationally in 2007. Almost 1,500 schools and colleges have taken part in *Jane Goodall's Roots & Shoots* activities. The reach of the programme extends beyond the young people to include parents, family and friends, local business and communities.

Through participation in group activities at schools, colleges, universities and in the wider community, *Jane Goodall's Roots & Shoots* programme helps young people develop transferable skills including relationship building, teamwork, leadership and planning and life skills such as respect and compassion. The young people are more aware, more informed and more proactive in their influence on their environment through involvement with the programme. Through their informed and passionate decisions all the young people who are involved in *Jane Goodall's Roots & Shoots* are able to make a difference. They undertake three projects of their choosing one for the community, one for animals (including domestic animals) and one for the environment.

The Jane Goodall Institute (UK)

Trustees' annual report for the year ended 31 December 2020 (*continued*)

Achievements and Performance (*continued*)

The Jane Goodall's Roots & Shoots programme communicates with young people using a wide variety of media including traditional communications through newsletters and school resource packs, both physical and online versions, and increasingly through the use of social media including Twitter and Facebook. Communications are undertaken directly and in conjunction with our partners such as Emirates Literature Foundation, National Geographic Kids, St George's House, Windsor Castle, RSPCA, Montessori, Earthwatch, Theatre in a Box, Don Hanson Charitable Foundation, Leicester Council and Times Educational Supplement.

Covid-19 proved extremely challenging for the education sector, with schools being practically closed for the duration of the pandemic. To support our members, we created our 'Roots & Shoots at Home' and 'Planning My Local Area' resources, and encouraged the 'Roots & Shoots 30' activities. Online workshops were delivered to interested schools and we worked remotely to prepare for the Roots & Shoots 30th Anniversary, Dr Jane's Birthday and our Annual Awards 2021.

Of course, Covid-19 impacted the volume of work and projects that can be done at the schools and outside, but overall we kept the spirit of the programme alive and used the time to highlight the importance of the environment and continuing activities in parks, green spaces and gardens within the pandemic restrictions and indeed lockdown.

The Twinning Programme between UK & UAE schools started well. Covid-19 had an impact as students were having to study remotely and the group calls could not take place in the same way. However, there are a good number of school matches that we are re-connecting in the 2021/2022 academic year.

A small sample of the projects through which Jane *Goodall's Roots & Shoots* help young people make a difference to their environment include:

- *Springwatch* – by recording and studying the first appearance of birds, animals, insects and plants in the spring and seeing if these have changed over time we can explore why this might be. This provides a basis for understanding the connections in nature and for discussions on climate change, it's effect on the world around us and how we have an impact of these changes.
- *Forest Activity* – examining woodlands and forests and understanding how they affect animals, people and the environment. Determining what might be done to reduce deforestation and protect the woodlands and forests around us.
- *Iceworld Activity* - identifying the difficulties wildlife can face during cold weather and how students might be able to help them through these adversities. This activity enables young people to have a beneficial impact on local wildlife through small and simple steps from which they can clearly see the positive effect of their actions.

New resources are written every year in keeping with environmental challenges and trends and the issues that need addressing. Examples for 2020 included:

- *Greening My Local Area* - this activity encouraged students to identify local places where additional plants and trees can be grown, carry out a planting activity and monitor development over time on a map overlay. For the first time we launched an exciting competition where 12 groups were able to win £250 each to put towards purchasing plants and gardening equipment.
- *My Local Area Over Time* - this activity encouraged students to investigate their local area further by asking local older people who have lived in the area for some time about how the local environment has changed over the years.
- *Roots & Shoots at Home* - these activities gave students different projects and actions that they can do at home with a little parental supervision. They provided something positive to focus on and each activity was linked to different parts of the curriculum.

The Jane Goodall Institute (UK)

Trustees' annual report for the year ended 31 December 2020 (*continued*)

Achievements and Performance (*continued*)

Dr Jane Goodall DBE

Dr Jane Goodall (a Trustee of the Institute) continues to work tirelessly as an international advocate on behalf of chimpanzees and the environment and seeks to nurture new generations of committed, active citizens around the world. Her ongoing role as a UN Messenger of Peace brings an opportunity for *Jane Goodall's Roots & Shoots* around the world to engage with the United Nations and become involved in annual events celebrating the role of peace in our communities.

Dr Goodall usually travels 300 days a year on a worldwide speaking tour to raise awareness, inspire change and encourage each of us to do our part in making the world a better place. Due to the pandemic Dr Goodall remained in the UK during much of 2020 but she reached millions of people around the world via Zoom lectures, talks, interviews and online events. At the end of the year, Dr Goodall launched her very own 'HopeCast' – a very special mix of incredible guests, one-of-a-kind conversations and 'mailbag episodes' from listeners proved to be a global sensation. The Institute is hugely grateful to Dr Goodall for undertaking several online events and talks with UK and UAE based organisations during the year that helped generate funding for the charity.

Plans for Future Periods

The Board of Trustees were delighted to appoint the Institute's first Chief Executive for many years, Corinna McShane, who joined the Institute on 24 May 2021. This new role covers all aspects of the Institute's work from supporting JGI chimpanzee sanctuaries and community led conservation projects in Africa, to our Roots & Shoots school programmes in the UK and UAE.

With the appointment of our new CEO, the future development of the Institute will be based around the following main areas in 2021:

Developing the foundations for increased growth

- Developing a strategic roadmap for 2022-2024.
- Streamlining existing and establishing new internal processes.
- Supporting the staff team with training and development.
- Reviewing key messaging and refreshing existing communications channels.
- Planning for a JGI wide rebrand, including the development of a future new website in 2022.
- Deepening relationships with other JGIs around the world.
- Working closely with the Office of the Founder to support key events/media activity with Dr Goodall taking place in and/or virtually from the UK.
- Recruiting new Trustees in line with identified skills needs.

Income Generation

- Developing a new fundraising plan, widening the breadth of sustainable income sources.
- Prioritising applications for corporate partnerships/charity of the year opportunities.
- Deepening relationships with key supporters and funding partners.
- Maintaining/increasing the number of Members and Chimpanzee Guardians.
- Reviewing Member and Chimpanzee Guardians packages/benefits.
- Taking part in the online JGI European auction alongside other JGIs.
- Reviewing and enhancing the Institute's merchandise range.
- Introducing increased reporting and analytics.
- Managing and enhancing relationships with the two new Roots & Shoots funders (secured post 31 December 2020, commencing in 2021).

The Jane Goodall Institute (UK)

Trustees' annual report for the year ended 31 December 2020 (*continued*)

Plans for Future Periods (*continued*)

Profile raising

- Developing integrated digital campaigns to promote the same messaging/call to action across the various different Institute channels (Roots & Shoots has separate social media pages in the UK and UAE).
- Improving social media presence and supporter engagement through revitalising the Institute's Facebook page.
- Leveraging Dr Goodall's forthcoming new book to increase media interest and generate increased public awareness.
- Managing re-active press enquiries and seeking pro-active opportunities to engage with the media.

Conservation

- Increasing financial support (subject to income) for research, conservation and sanctuaries in Africa ran by other Jane Goodall Institutes. Senegal and South Africa have been identified by the Board of Trustees as priority support areas for 2020.
- Continuing support for the Tchimpounga Chimpanzee Sanctuary through allocating 75% of the Institute's Chimpanzee Guardianship income.

Campaigning/Policy

- Supporting JGI global campaigns relating to animal welfare, conservation and environmental protection.
- Increasing engagement with existing supporters and Members regarding taking part in JGI led campaigns.
- Exploring the opportunity for the Institute to become involved with COP 26 taking place in the UK at the end of 2020.

Roots & Shoots development

- Continuing long term funding of the *Jane Goodall's Roots & Shoots* Programme in the UK and UAE
- Networking through existing and new *Jane Goodall's Roots & Shoots* groups
- Increasing publicity via media and website
- Progressing UK *Jane Goodall's Roots & Shoots* Summit and Awards programme
- Development of "inspirational events"
- Ensuing delivery of successful delivery of activities relating to the two new Roots & Shoots funders (secured post 31 December 2020, commencing in 2021).
- Creating new resources in the areas of renewable energy, eco-eating and marine conservation.
- Expanding the twinning programme between the UK and UAE
- Leveraging new partnership opportunities to increase our impact on a global scale in the UAE and Africa.

Financial Review

Due to the pandemic, this has been a very challenging year for everyone, but we are so grateful to have seen an uplift in our 2020 income compared to the previous year. During the year the Institute's programme of grants to other Jane Goodall Institutes and expenditure totalled £256,728 (2019 - £223,384) against its income of £316,454 (2019 - £271,791) resulting in a surplus for the year of £59,726 (2019 – surplus £48,407). The accumulated funds at 31 December 2020 amount to £220,781 (2019 - £161,055).

The trustees have continued to commit more of the Institute's expenditure each year to charitable activities than is spent on its fundraising and overheads. Alongside an active programme of fundraising, the Institute continues to closely monitor expenditure and to minimise costs incurred other than those directly related to charitable activities. Expenditure on charitable activities for the year amounts to £199,687 (2019 - £188,846) and other expenditure £57,041 (2019 - £34,538).

The Jane Goodall Institute (UK)

Report of the trustees for the year ended 31 December 2020 (*continued*)

Reserves policy

It is the policy of the Institute to hold unrestricted funds, its free reserves, equivalent to between six and twelve month's unrestricted expenditure so as to provide only such funds as are necessary to cover management and administration costs, both planned and unforeseen, and to cover project costs.

At the balance sheet date, the Institute held unrestricted funds of £207,664 (2019: £153,201). This represents 20 months of unrestricted expenditure at 2020 levels.

Trustees' responsibilities in relation to the financial statements

Law applicable to charities in England and Wales requires the trustees to prepare financial statements for each financial year which give a true and fair view of the charity's financial activities during the year and of its financial position at the end of the year. In preparing those financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgments and estimates that are reasonable and prudent;
- state whether applicable accounting standards and statements of recommended practice have been followed subject to any departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charity will continue in business.

The trustees are responsible for keeping accounting records which disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (issued in October 2019).

The annual report on pages 1 to 8 was approved by the trustees, as a body, and signed on their behalf by:



Nicky Whitehead
Treasurer Trustee

Date: 28th October 2021

The Jane Goodall Institute (UK)

Independent examiner's report To the Trustees of The Jane Goodall Institute (UK)

I report to the trustees on my examination of the accounts of The Jane Goodall Institute (UK) ("the Institute") for the year ended 31 December 2020, which are set out on pages 10 to 24.

This report is made solely to the charity trustees, as a body, in accordance with Regulation 31 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the charity's trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity's trustees as a body, for my work, for this report, or for the statement I have made.

Responsibilities and basis of report

As the charity trustees of the Institute you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

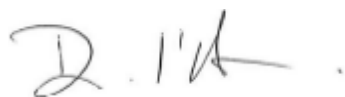
I report in respect of my examination of the Institute's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent Examiner's Statement

Since the Institute's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the listed bodies. 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:

- 1 accounting records were not kept in respect of the Institute 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; or
- 4 the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102).

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.



David I'Anson ACA
Institute of Chartered Accountants in England and Wales
BDO LLP
Arcadia House, Maritime Walk, Southampton
SO14 3TL
Date: 28 October 2021

The Jane Goodall Institute (UK)

Statement of financial activities incorporating the income and expenditure account for the year ended 31 December 2020

	Note	Unrestricted funds £	Restricted funds £	Total 2020 £	Total 2019 £
Income from:					
Donations and legacies	2	144,994	117,284	262,278	255,318
Charitable Activities	3	33,664	-	33,664	12,500
Other trading activities	4	20,364	-	20,364	3,779
Investments		136	12	148	194
Total income		199,158	117,296	316,454	271,791
Expenditure on:					
Raising funds	6	55,881	1,149	57,030	34,538
Charitable activities	7	67,227	132,471	199,698	188,846
Total expenditure		123,108	133,620	256,728	223,384
Transfers	16	(21,587)	21,587	-	-
Net income and net movement in funds for the year		54,463	5,263	59,726	48,407
Reconciliation of funds					
Total funds brought forward		153,201	7,854	161,055	112,648
Total funds carried forward		207,664	13,117	220,781	161,055

The notes on pages 12 to 24 form part of these financial statements.

The Jane Goodall Institute (UK)

Balance sheet at 31 December 2020

Charity number 327858	Note	2020 £	2020 £	2019 £	2019 £
Fixed assets					
Tangible assets	12		3,390		-
Current assets					
Stock	13	8,029		6,882	
Debtors	14	13,177		6,940	
Cash at bank and in hand		227,982		172,420	
		249,188		186,242	
Creditors: amounts falling due within one year	15	31,797		25,188	
Net current assets			217,391		161,055
Net assets			220,781		161,055
Funds					
Restricted funds	16		13,117		7,854
Unrestricted funds	17		207,664		153,201
Total funds carried forward			220,781		161,055

The financial statements on pages 10 to 23 were approved by the Trustees, as a body, and signed on their behalf by:



Nicky Whitehead
Treasurer Trustee

Date: 28th October 2021

The notes on pages 12 to 24 form part of these financial statements.

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2020

1 Accounting policies

The principal accounting policies are set out below. The accounting policies have been adopted consistently throughout the year.

Basis of accounting

The financial statements have been prepared under the historical cost convention.

The financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) effective 1 January 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

The trust constitutes a public benefit as defined by FRS 102.

Going concern

In line with similar organisations, the charity relies on securing funding each year to meet its charitable expenditure. The Trustees are pleased to report that new funding has been secured in 2021 and they are confident of securing further amounts. The trustees have considered cash flow requirements for the period to the end of 2022 and believe the charity can meet its commitments for this period. Accordingly, the trustees consider it appropriate to prepare the accounts on the going concern basis.

Funds employed

All funds employed must be expended in furtherance of the charitable objects of the Institute.

Restricted funds are funds which the trustees are free to use for any purpose in the furtherance of the Charitable objectives.

Restricted funds may only be used for the particular purpose where this is specified by the donors or when funds are raised for a particular purpose.

Designated funds represent amounts set aside by the trustees for a particular purpose. They form part of the charity's unrestricted funds and may be reallocated.

The nature and purpose of each of the funds are set out in note 16 & 17.

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2020 (*continued*)

Income

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received, and the amount of income receivable can be measured reliably.

Donations are typically recognised when received, being the point at which the three criteria for income recognition above are met. Income from grants is recognised when there is evidence of entitlement, receipt is probable and its amount can be measured reliably, unless it relates to a specific future period, in which case it is deferred.

In the event that a donation or grant is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is deferred and not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity, and it is probable that those conditions will be fulfilled in the reporting period.

Legacy gifts are recognised on a case-by-case basis following the granting of probate when the administrator/executor for the estate has communicated in writing both the amount and settlement date. In the event that the gift is in the form of an asset other than cash or a financial asset traded on a recognised stock exchange, recognition is subject to the value of the gift being reliably measurable with a degree of reasonable accuracy and the title to the asset having been transferred to the charity.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

Expenditure recognition

Expenditure is included on an accruals basis. Liabilities are recognised as soon as there is a legal or constructive obligation committing the Charity to that expenditure, it is probable that settlement will be required and the amount of the obligation can be measured reliably.

Irrecoverable VAT is treated as part of the expense to which it relates.

Grants payable are charged in the year when the offer is conveyed to the recipient except in those cases where the offer is conditional, such grants being recognised when the conditions attached are fulfilled. Grants offered subject to conditions which have not been met at the yearend are noted as a commitment but not accrued as expenditure.

Support costs comprise costs for raising funds, processing and administering project grants and applications (including support to actual and potential applicants). The management and administration costs for the running of charity itself are recorded as governance costs.

The rental charges of operating leases are taken to the Statement of Financial Activities as incurred.

Allocation of support and governance costs

Support costs and governance costs have been allocated between fund raising and charitable activities. Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice. These costs include costs related to the independent examiner and legal fees together with trustees' fiduciary insurance.

Costs have been allocated on the following basis:

- Staff costs – 60% Fund raising and 40% Charitable activities
- Office and administration costs – 59% Fund raising and 41% Charitable activities
- Rent – 50% Fund raising and 50% Charitable activities
- Insurance – 50% Fund raising and 50% Charitable activities
- Governance costs – 100% Charitable activities

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2020 (*continued*)

Charitable activities

The charitable activities of the organization include the African Conservation Programme and the Education Programme which includes the Roots & Shoots Programme. Costs of charitable activities include grants made, direct costs of delivering projects, governance costs and an apportionment of support costs.

Fixed assets

Fixed assets are included in the balance sheet at their cost to the Institute until fully depreciated, when they are written off. Assets costing less than £50 are not capitalised. Depreciation is provided on a straight-line basis, over a period estimated to write off each asset over the term of its useful life.

Computer equipment	-	33% on cost
Office equipment	-	20% on cost

Stock

Stock, which represents books and merchandise, is valued at the lower of cost and net realisable value.

Foreign currency

Foreign currency transactions of the trust are translated at the rates ruling when they occurred. Foreign currency monetary assets and liabilities are translated at the rates ruling at the balance sheet dates. Any differences are taken to the prior and loss account.

Pensions

Contributions to the Institute's defined contribution pension scheme are dealt with in the Statement of Financial Activities in the year in which they become payable. The assets of the scheme are held separately from those of the Institute in an independently administered fund.

Cash flow statements

The accounts do not include a cash flow statement because the charity, as a small reporting entity, is exempt from the requirement to prepare a cash flow statement under the 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).

Leased assets

All of the charity's leases are treated as operating leases. Their annual rentals are charged to the profit and loss account on a straight-line basis over the term of the lease.

The Jane Goodall Institute (UK)

Notes forming part of the financial statements
for the year ended 31 December 2020 (*continued*)

2 Income from donations and legacies

	Unrestricted funds £	Restricted funds £	2020 £	2019 £
Membership subscriptions	5,264	1,785	7,049	6,323
Legacies	98,016	-	98,016	8,317
Donations	40,714	111,059	151,773	237,819
Guardianship programme	-	4,440	4,440	2,860
The Peak Society	1,000	-	1,000	-
Total	144,994	117,284	262,278	255,318

3 Income from charitable activities

	Unrestricted funds £	Restricted funds £	2020 £	2019 £
Speaker Income	33,664	-	33,664	12,500
Total	33,664	-	33,664	12,500

4 Income from other trading activities

	Unrestricted funds £	Restricted funds £	2020 £	2019 £
Presentations and events	17,699	-	17,699	-
Proceeds of sale of books and merchandise	2,665	-	2,665	3,779
Total	20,364	-	20,364	3,779

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2020 (*continued*)

5 Support costs

The breakdown support costs of the charity and how these were allocated between fund raising and charitable activities is shown below: fund raising costs and charitable activities. These costs have been apportioned across the work of the charity on the basis disclosed in note 1 and allocated to each of the charity's activities as set out in the table below:

Support Cost Allocation	Raising Funds £	Charitable activities £	Total 2020 £	Total 2019 £
Staff costs	16,573	11,048	27,621	30,863
Office and administration	15,074	10,474	25,548	11,273
Rent	3,476	3,476	6,952	5,223
Insurance	595	595	1,190	1,200
Consultancy Fees	11,043	9,288	20,331	-
Governance costs	-	12,812	12,812	3,090
Total	46,761	47,693	94,454	51,648

6 Expenditure on raising funds

	Unrestricted funds £	Restricted funds £	2020 £	2019 £
Support cost allocation	46,761	-	46,761	31,134
Purchases of books and merchandise for resale	1,460	-	1,460	2,736
Presentations and events	-	-	-	229
Other fundraising costs	7,660	1,149	8,809	438
Total	55,881	1,149	57,030	34,538

The Jane Goodall Institute (UK)

Notes forming part of the financial statements
for the year ended 31 December 2020 (*continued*)

7a Expenditure on charitable activities

	Unrestricted funds £	Restricted funds £	2020 £	2019 £
Africa Conservation Programmes	23,377	-	23,377	17,794
Education – Roots & Shoots	43,850	132,471	176,321	171,053
Total	67,227	132,471	199,698	188,847

7b Expenditure on charitable activities - Africa Conservation Programme

	Unrestricted funds £	Restricted funds £	2020 £	2019 £
Grant funding of activities	17,248	-	17,248	12,947
Support cost allocation	6,129	-	6,129	4,847
Total	23,377	-	23,377	17,794

7c Expenditure on charitable activities – Education - Roots & Shoots Programme

	Unrestricted funds £	Restricted funds £	2020 £	2019 £
Direct staff costs	-	90,050	90,050	87,502
Activities undertaken directly	2,286	6,515	8,801	5,546
Grant funding of activities	-	6,733	6,733	42,459
Support cost allocation	41,564	-	41,564	18,384
Professional fees	-	29,173	29,173	17,162
Total	43,850	132,471	176,321	171,053

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2020 (*continued*)

8 Net income for the year

	2020 £	2019 £
This is stated after charging:		
Independent examiner's fee	3,360	3,090
Depreciation	874	-
	<u> </u>	<u> </u>

9 Staff costs

	2020 £	2019 £
Wages and salaries	106,559	106,830
National insurance costs	7,063	8,357
Pension costs	4,049	3,178
	<u> </u>	<u> </u>
Total	117,671	118,365
	<u> </u>	<u> </u>

There are zero (2019: zero) employees with emoluments of over £60,000.

The average number of employees during the year was 3 (2019 - 3).

Full time Equivalent Employees	2020	2019
Full time Employees	2.0	2.0
Part-time Employees	0.8	0.8
Total FTE Employees	<u>2.8</u>	<u>2.8</u>

Excluded from the above are contractor payments of £18,405 which are included in charitable activities and raising funds.

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2020 (*continued*)

10 Trustee remuneration and expenses

The trustees consider those employees or contractors in charge of directing and controlling the charity, running and operating the charity on a day-to-day basis and reporting to trustees as comprising the key management personnel of the charity.

The total amount of employee benefits received by key management personnel in 2020 was £64,598 (in 2019 the board considered that key management personnel consisted of trustees only).

None of the Trustees, nor any persons connected with them, received any remuneration during the year (2019 - £Nil).

The charity insurance policy for 2020 included Trustee Indemnity Insurance. The cost of the trustee Indemnity Insurance element of the policy is not separately identifiable.

11 Taxation

The charity is exempt from direct tax on its charitable activities.

12 Tangible fixed assets

	Office equipment £	Computer equipment £	Total £
<i>Cost</i>			
At 1 January 2020	1,223	26,705	27,928
Additions	330	3,934	4,264
Eliminated on disposal	(1,223)	(26,705)	(27,928)
At 31 st December 2020	330	3,934	4,264
<i>Depreciation</i>			
At 1 January 2020	1,223	26,705	27,928
Provided during year	6	868	874
Eliminated on disposal	(1,223)	(26,705)	(27,928)
At 31 December 2020	6	868	874
<i>Net book value</i>			
At 1 January 2020	-	-	-
At 31 December 2020	324	3,066	3,390

The Jane Goodall Institute (UK)

Notes forming part of the financial statements
for the year ended 31 December 2020 (*continued*)

13	Stock	2020	2019
		£	£
	Books	3,855	3,122
	Merchandise	4,174	3,760
	Total	8,029	6,882
14	Debtors	2020	2019
		£	£
	Other debtors	7,843	4,939
	Prepayments	5,334	2,001
	Total	13,177	6,940
15	Creditors: amounts falling due within one year	2020	2019
		£	£
	Trade creditors	8,664	-
	Trustee loan	10,130	10,130
	Accruals	8,711	10,826
	Taxation and social security	2,710	3,014
	Pension creditor	1,582	1,218
	Total	31,797	25,188

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2020 (*continued*)

16 Restricted funds

	Balance at 01/01/2020 £	Income £	Expenditure £	Transfer £	Balance at 31/12/2020 £
Gombe Housing project	1,450	-	-	(1,450)	-
Roots & Shoots programme	6,404	104,179	(133,620)	23,037	-
Congo	-	8,117	-	-	8,117
Senegal	-	5,000	-	-	5,000
Total	7,854	117,296	(133,620)	21,587	13,117
Restricted funds - previous year	Balance at 01/01/2019 £	Income £	Expenditure £		Balance at 31/12/2019 £
Gombe Housing project	1,450	-	-		1,450
Roots & Shoots programme	-	160,295	(153,891)		6,404
Total	1,450	160,295	(153,891)		7,854

Gombe Housing project provided accommodation at the Gombe Stream Research Centre, Tanzania for the researchers, conservationists and staff at the National Park where Jane Goodall started her revolutionary studies of chimpanzees. The donor agreed that the surplus in the Gombe Housing project fund could be transferred to the unrestricted to cover administrative expenses.

Funds for Roots & Shoots are spent on the education programmes delivered by the Institute in the UK and UAE to encourage young people to implement practical positive change for people, animals and the environment. Insufficient restricted funds were available in 2020 in relation to the direct costs incurred by and the support costs allocated to the Roots and Shoots programme and funds have therefore been transferred from unrestricted funds to cover this.

Funds restricted for Tchimpounga, Congo are for the care, rehabilitation and non-invasive research of rescued chimpanzees at the sanctuary in Africa, run by the *Jane Goodall Institute, Republic of Congo*. In 2020 a review of the funds of the Charity was undertaken and this fund was re-assigned from designated funds to restricted funds (see note 16).

Funds restricted for Senegal are to support the protection of the critically endangered western chimpanzee - some groups of chimpanzees in this country feature many unique behavioural patterns developed to adapt themselves to this hot & dry habitat, such as getting into water pools, using caves to avoid the heat and spear-hunting of some smaller primates. The funds will be used by our sister charity *Instituto Jane Goodall* (the Jane Goodall Institute, Spain), which has developed a partnership with local communities in Senegal to support research and conservation programmes, agroforestry, food security, environmental education and ecotourism.

The Jane Goodall Institute (UK)

Notes forming part of the financial statements
for the year ended 31 December 2020 (*continued*)

17 Unrestricted funds

	Balance at 01/01/2020 £	Income £	Expenditure £	Transfer £	Balance at 31/12/2020 £
Unrestricted Funds	153,201	199,158	(123,108)	(21,587)	207,664
Total	153,201	199,158	(123,108)	(21,587)	207,664

Unrestricted funds – previous year

	Balance at 01/01/2019 £	Income £	Expenditure £	Balance at 31/12/2019 £
Designated Funds: Tchimpounga, Congo (including Chimpanzee Guardianship monies)	3,852	-	(3,852)	-
Unrestricted Funds	107,346	111,496	(65,641)	153,201
Total	111,198	111,496	(69,493)	153,201

18 Analysis of net assets between funds

	Unrestricted funds £	Restricted funds £	Total 2020 funds £
Fixed Assets	3,390	-	3,390
Cash at bank	215,998	11,984	227,982
Other current assets	20,073	1,133	21,206
Creditors falling due within one year	(31,797)	-	(31,797)
Total net assets at 31 December 2020	207,664	13,117	220,781

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2020 (*continued*)

18 Analysis of net assets between funds (continued)

Analysis of net assets between funds – previous year

	Unrestricted funds £	Restricted funds £	Total funds £
Cash at bank	164,566	7,854	172,420
Other current assets	13,822	-	13,822
Creditors falling due within one year	(25,188)	-	(25,188)
Total net assets at 31 December 2019	153,201	7,854	161,055

19 Financial commitments

As at 31 December 2020, the charity had total annual commitments under non-cancellable property leases as set out below:

	2020 £	2019 £
Not later than one year	5,556	5,195
Within two to five years	9,512	15,584
	15,068	20,779

20 Related party transactions

There were no transactions with related parties during the year.

The Trustee loan, included within Creditors: amounts falling due within one year, is unsecured, interest free and repayable by agreement between The Jane Goodall Institute (UK) and the Trustee.

The Jane Goodall Institute (UK)

Notes forming part of the financial statements
for the year ended 31 December 2020 (*continued*)

21 Prior Year Statement of Financial Activities

	Unrestricted funds £	Restricted funds £	Total 2019 £	Total 2018 £
Income from:				
Donations and legacies	95,023	160,295	255,318	141,310
Other trading activities	16,279	-	16,279	144,903
Investments	194	-	194	35
Total income	111,496	160,295	271,791	286,248
Expenditure on:				
Raising funds	34,538	-	34,538	53,585
Charitable activities	34,955	153,891	188,846	201,693
Total expenditure	69,493	153,891	223,384	255,278
Net income and net movement in funds for the year	42,003	6,404	48,407	30,970
Reconciliation of funds				
Total funds brought forward	111,198	1,450	112,648	81,678
Total funds carried forward	153,201	7,854	161,055	112,648