



# ANNUAL REVIEW 2017



## SAFINA LION CONSERVATION FUND





## A Message From Our Chairman

After nearly eighteen months of ideas, research and planning, finally on the 24th April 2017 the Safina Lion Conservation Fund became a registered charity. The new charity replaced the Safina Lion Project, an internet awareness site that I had created four years earlier. This charity was to be the next stage of its evolution. Safina is the name of an African lioness born at Linton Zoo, Cambridgeshire in November 2005. The charity is named after Safina as both her and her companion Zuri inspired the creation of this charity and an interest in wild lion conservation. On the 31st January we saw the end of our first financial year and with it a great opportunity once we had completed our annual report and accounts to share with you all our progress so far. In our first year it was of huge importance to us to start the ground work to set in motion the kind of work that we want to achieve. Above all we wanted to make an impact and contribute to wild lion conservation and our first donation to Lion Guardians in December allowed us to start that. While back in the UK progress has been made on our website. Our aim is that it can be used as an educational resource for anyone who wants to find out more about lions. Another priority was to show our commitment to work with zoos and we were delighted to join Noah's Ark Zoo Farm to celebrate world lion day with the on the 10th august. We believe in collaboration and that by only working together we can achieve the best for wild lions.

Please read through our year review which will follow up on these achievements in more detail. Thank you to everyone who has supported us so far, we are in debt to your generosity and I look forward to reporting back next year with even more progress from another great year.

## Our Team

The Safina Lion Conservation Fund is made up of small team of likeminded people each with their own differing skills to help achieve our objectives to our best ability. All of our trustees and advisors work completely voluntarily and no expenses are ever taken.



**James Welch**

Chairman



**Matthew Lloyd**

Trustee



**Sophie Cole**

Trustee



**Sue Welch**

Trustee

In order to help the trustees to achieve the charitable objectives a group of Conservation Advisors have been selected to offer advice on the best ways to help impact lion conservation and their views on potential organisations we would support in the future. Like our trustees all have varying skills, knowledge and experience.

# The Purpose Of Our Annual Review

In compliance with the Charity Commission we are obliged to write an Annual Trustees Report and Financial Accounts. As a small charity we have decided to stick to the Charity Commission templates which contain all the vital information but are unsightly for the general reader. The purpose of this Annual Review is to include everything we have done this year in a more aesthetically attractive manner without the formality of a yearly document filled in to comply with rules and regulations.

## Our Objectives

Like any other charitable organisation we have a set of objectives that all of the work we carry out must fit under. Here at the Safina Lion Conservation Fund we go by the following:

**1) To promote for the benefit of the public the conservation and protection of lions by:**

**A) Supporting conservation projects in such ways that are charitable**

**B) Conserving and protecting the natural habitat of lions**

**C) Supporting and publishing research into the conservation and husbandry of lions**

**2) To advance the education of the public in lion and wildlife conservation by such means as the trustees decide including through the support and publishing of research.**

Every single bit of work we do has to adhere by those charitable objectives and the work that we may support being carried out by another organisation, project or individual that we support must match those same objectives.



## Our Mission

**“TO ENSURE THE SURVIVAL OF LIONS IN  
THE WILD FOR GENERATIONS TO COME”**

It is estimated that there are now no more than 23,000 lions left in the wild throughout the African continent. The lion is listed by the IUCN as a vulnerable species. The species faces many threats such as habitat destruction, human–wildlife conflict and disease.

Here at the Safina Lion Conservation Fund we aim to spread awareness for these iconic species and to aid efforts working to protect this incredible animal.



# Our First Year At A Glance

2017 was a hugely important year for us. Having become registered on the 24th April we set to work on organising everything we would need to operate. Once our bank account was finalised we could start raising funds and select what we would like to support. As a small charity with no expenses taken for our trustees and being run strictly by volunteers we are not expecting to make a vast amount of money to compare with big wildlife charities. We intend to make an impact as and when we can and to spread awareness and knowledge at the same time, however small an impact we make we intend to make it a valuable one.

We have been incredibly fortunate to have the help of Noah's Ark Zoo Farm who apart from World Lion Day where two of our trustees were present raised funds and awareness for us during their 'Africa Week' and their 'Carnivore & Curry Evening' handing out leaflets we had given them so these have been included as awareness and fund raising events as information was given and funds collected.

**£1881.89 RAISED**

**3 AWARENESS & FUND RAISING EVENTS**

**1 SPONSORSHIP EVENT**

**1 DONATION MADE TO  
AID LION CONSERVATION**

## Financial Review

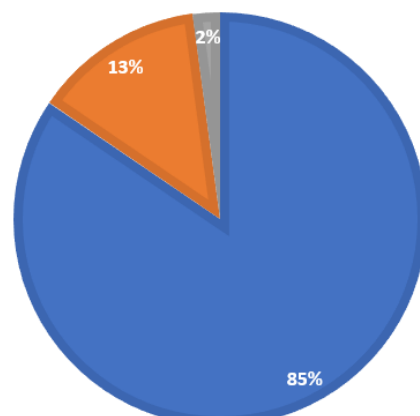
All in all our first yearly income exceeded many of our expectations and were helped incredibly by opening up our online Just Giving Page. As you can see so far our three main sections of income are from our Just Giving Page, public donations and donations from zoological collections. We are hoping to build on our work with zoos next year to gain more support through spreading awareness and potential funds. In 2017 we gained financial support of one zoological collection, Noah's Ark Zoo Farm. The sponsorship event organised by Knowsley Safari was also a brilliant success and more details of this can be found further in the review.

We were also delighted to receive £40 in one off public donations.

**TOTAL INCOME = £1881.89**

**INCOME 2017/18**

■ Just Giving ■ Donations from Zoological collections ■ Public donations







# Spreading Awareness

On the 10th August we were delighted to join Noah's Ark Zoo Farm to celebrate World Lion Day (see picture below). Noah's Ark is a very appropriate place to visit as their male lion Masai is actually a son of our name-sake Safina. While at the Zoo we made the opportunity to talk to their visitors about the problems facing lions in the wild and about how zoo lions can be important in inspiring people to take an interest—After all if it wasn't for the lions we wouldn't be there to talk about their conservation. The day was a great success and the feedback from visitors was brilliant.

During the day we handed out free leaflets as part of our '**Ambassadors For The Wild**' project. The back of the leaflet can be seen below which detailed some of the problems facing lions in the wild to help spread awareness of their plight as well as showing how we believe zoo lions are important.

The lion was once one of the most widespread large land mammals on the planet. Since the rise of man throughout Europe they have suffered a huge decline in the wild and are now vulnerable to extinction.

- At the turn of the last century the African lion population was estimated at over 200,000. In the last 21 years the African lion has declined in the wild by 42%.
- The most recent population estimate leads us to believe that the wild lion population could be as low as 23,000.
- Botswana, Kenya, Zimbabwe, Tanzania and South Africa are the only countries to hold more than 1,000 lions.
- The African lion is currently listed by the IUCN as **vulnerable** while the west African lion is currently listed as **critically endangered** with the most recent survey giving an estimated population of only 404.
- Lions face many problems in the wild including conflict with humans, trophy hunting and disease.

We believe that zoo lions like Masai and Arusha are a vital resource that can contribute massively to lion conservation world-wide through fund-raising and education. By visiting zoos people can get an insight into the lives of these lions and the plight of their cousins in the wild. We believe that this makes them '**Ambassadors For The Wild**'. Time is running out for the last lions of Africa, please help us spread the word before it is too late.

For more information on our work please contact:  
[info@safinalionconservation.org](mailto:info@safinalionconservation.org)

Or visit our website:

[www.safinalionconservation.org](http://www.safinalionconservation.org)  
Registered Charity no. 1172709

The Safina Lion Conservation Fund would like to thank and credit Paul Wiggins and Noah's Ark Zoo Farm for the use of their photos in this leaflet.

## Proud To Work With Zoos

We are proud to work and cooperate with zoos in the UK. Zoos have two things that we don't have, they have lions and they have an audience. To us this makes them the perfect places to work with to educate, inspire and raise funds for wild lions. Here at the Safina Lion Conservation Fund we are inspired by zoo lions and the charity wouldn't exist without them. We believe that zoo lions are a vital resource to help educate and to raise awareness and funds for lion

conservation efforts world-wide. Many zoos contribute to or run their own conservation programs to help protect lions in Africa and we are proud to work alongside them. We hope to join the team at Noah's Ark next year with World Lion Day 2018. The



Noah's Ark Team also continued our work the week after as part of their 'Africa Week'. Finally a big thank you to Noah's Ark management and the Big Cat Team Emma, Amy, Ben and Andrew! As well as all volunteers that helped that day.



# Education is Important

As already mentioned through our visit to Noah's Ark Zoo Farm we were able to talk to people and educate them on the ground about the problems lions face in the wild. In an age where most people are online in some way or another we also felt it was important to use our website to fit a lot of educational material. As well as information about the charity itself the website also provides information on the following subjects:

## **Natural Behaviour**

Information about how lions behave including why they live in groups.

## **Natural Habitat**

Information about where lions live in the wild.

## **Fighting to Survive**

Information about the plights lions face in the wild.

## **Lions of the UK**

Information about the work zoos do for lion welfare and husbandry

As well as factual information the website is now home to a blog detailing the trip our chairman took to the Maasai Mara National Park, Kenya in September. The blog aims to provide an insight into the life of the lions in the Mara hopefully giving any reader a look at how these lions live in the wild.

## Talking With The Maasai

In September one of our trustees visited the Naboisho Conservancy to volunteer as part of a fact finding trip to see the problems lions face in the wild. This gave a brilliant opportunity to meet the people and see the way that they live. One of our guides as part of the volunteering project Francis was more than happy to answer some questions about his Maasai way of life. Below is one of his answers. The whole interview can be found on our website.



### **What is the biggest challenge in living so close to lions?**

"The biggest challenge is when you don't have a good fence for your cattle. They are easy prey for lions and if they see an easier chance they will always try. When the cattle are at rest at night with people the lions will not attack. Lions are scared of people more than anything in this world. If they don't have people watching then the lions might attack the cattle.

At the Reserve in the night time lions have very good vision in the night, the Reserve is accessed illegally because the grass is less grazed there then outside in the community land. The people who do this know that they are taking a risk and if lions attack the cattle at night they won't get compensation because they are not meant to be there. The illegal grazing is a very big problem. If cattle are killed in the conservancy as part of the limited grazing agreement the farmers will get compensation."

## A Species In Trouble

The west African lion has now been listed as critically endangered with the most recent survey giving an estimated population of only 404. The only countries estimated to have more than one thousand lions are Botswana, Kenya, Zimbabwe, Tanzania and South Africa and the estimated population throughout the continent is under 30,000. Reasons for their decline include habitat loss and more conflict with the local communities.





# Our Supporters

In July we were delighted to be contacted by a group of colleagues from Knowsley Safari who were taking part in a Tough Mudder in September and would like to donate all their sponsorships to us. This was an amazing opportunity and we would like to take the opportunity to thank them again here and also thank Knowsley Safari for their sponsorship of £500 towards the Tough Mudder.

**Thank you Jordan, Aaron, Andy, Sarah, Lyn, Ellie, and Matt!**

We were also delighted to be approached by Noah's Ark Zoo Farm twice who not only wanted to raise money for us on World Lion Day but were also organising a 'Carnivore & Curry Evening' where funds were going towards the conservation of their three carnivore species.



## An Effective Approach

Here at the Safina Lion Conservation Fund we have a carefully written 'Donation Checklist'. All of the organisations we support must match a specific criteria. The organisation's work must match that of our objectives, the organisation must work with the local people and there must be educational elements to their work. Only then will we consider making a donation.

## Contributing To Conservation

Finally after the fund-raising throughout Summer and Autumn we were in a position to organise and send off our first donation, allowing us to contribute towards very important lion conservation efforts.

In December 2017 we made a donation to the organisation Lion Guardians. Founded in 2007, Lion Guardians has trained and supported communities at seven different sites to successfully protect lions across the continent. After a lot of communication with the organisation the trustees decided to send a donation to sponsor one of the Lion Guardians themselves, Longoi Ole Parsitau. This donation covers his yearly salary and covers our charitable objects as it is Longoi's job to patrol the area outside the Amboseli National Park to ensure that the lions and the habitat remain protected. The trustees hope to continue the sponsorship of Longoi on a yearly basis.

**The total amount of money that went towards Lion Guardians was £1109.95. The rest of this years income will go towards a donation to another carefully selected organisation in 2018.**



**Learn more about the first conservation organisation that with the help of our supporters we have been able to help continue their vital work protecting lions in the wild.**

## **Lion Guardians**

Lion Guardians has a history of working with other conservation organisations and has gained support from different zoos since it was set up. The following information is taken from their website:

The mission of the organisation is to promote sustainable coexistence between people and lions using cultural values, community participation and science. Lion Guardians currently trains and supports a team of more than 80 East Africans who are actively protecting lions covering approximately 5,500 sq. kms (1.3 million acres). Lion Guardians are committed to workable solutions that are scientifically-driven. Firstly starting out just outside the Amboseli National Park in Kenya, their work has now expanded to three more locations scattered around Tanzania. Focusing in the non protected areas nearby protected reserves ensuring that the wildlife remains protected whilst outside those designated areas.

Lion Guardians' conservation model is adaptable to various cultures and wildlife species. Founded on local value systems, community participation and science, it is based on a decade of research and rigorous measures of success. Our approach involves recruiting young, non-literate Maasai and other pastoralist warriors to learn the skills needed to effectively mitigate conflicts between people and wildlife, monitor lion populations, and help their own communities live with lions. By actively engaging in our solutions-based conservation model, people who were once lion killers are transformed into lion protectors

## **LONGOI OLE PARSITAU**

### **OUR SPONSORED LION GUARDIAN**

When communicating with the Lion Guardians Team, this is what they had to say when our sponsorship was received:

**"Longoi is well respected by his peers and extremely hardworking. We would like you to know that your sponsorship provides multiple benefits – strengthening lion conservation and improving local livelihoods. We hire only exceptional candidates and commit to building their skills and capacities so that they grow as individuals and also help strengthen our programs. As part of their training, our Guardians learn to read and write in basic Swahili, use GPS tracking devices, and gain field research and data collection skills. All of this helps the Guardians monitor and protect the lions in their communities. In addition to supporting successful conservation, your sponsorship provides employment to Longoi, who is a member of the local community where employment opportunities are hard to find. He uses his monthly wages to buy food for his family and pay medical bills. Your support is not only helping Longoi but also his entire family. Thank you again for your continued support –100% will go to conserving lions and preserving cultures."**

We are very proud to sponsor Longoi and to aid a project that not only helps the local lion population but also focuses on the people who have to live amongst them. By empowering the local people to take an interest in their wildlife and understand their importance, wildlife really can stand a chance. As well as assisting Lion Guardians financially we also spread word of their work and their mission via our website and any public talks that we do. Increasing their audience and increasing awareness and knowledge of wild lion conservation.





We have many exciting plans for the future, some of which we can start soon, others will have to wait as our funds progress. We aim to make an impact, however small to help protect lions in the wild and to ensure their survival in the wild for generations to come.

## Looking To The Future

Here at Safina our work has only just begun. There are many conservation projects out there doing some marvellous work and the more donations we get the more we can support these good organisations through our careful selection process. We will also make sure that we continue to sponsor Longoi, our sponsored Lion Guardian every year that he is with the organisation.



## Acknowledgements

At the end of this Annual Review we would like to thank everyone who has had a part in either creating the charity or have helped to raise funds for us this year.

- **Pride of Knowsley Tough Mudder Team**
- **Knowsley Safari**
- **Noah's Ark Zoo Farm**
- **Linton Zoo Conservation Park**

We would also like to thank Linton Zoo for their donation of zoo guides with the hope that we may be able to use them to raise more funds.

We are proud to work with and sponsor the work of:



**LION  
GUARDIANS**

**[www.lionguardians.org](http://www.lionguardians.org)**

## Contact Us

We are nothing without our supporters and we cannot achieve anything without their support. Being a small charity we rely heavily on one off donations and individually organised sponsorship events.

If you are interested in our work in lion conservation please follow our website and Facebook page:

**[www.safinalionconservation.org](http://www.safinalionconservation.org)**

Or if you want to ask us anything directly please email us at:

**[info@safinalionconservation.org](mailto:info@safinalionconservation.org)**