



ANNUAL REVIEW 2018



SAFINA LION CONSERVATION FUND



A Message From Our Chairman

When the charity was founded in 2017 we were optimistic about the funds that we could raise and the impact that we could have but we could have never imagined the year that we have had in 2018.

Above all I would like to say a special thank you to the zookeepers that have worked with their managers to propose their support for us and to those who have gone out of their way outside of their work to show their support. We would like to thank Noah's Ark Zoo Farm for their support and willingness to work with us again and inviting us to their African carnival this year to celebrate World Lion Day. All of these will be included in this years Annual Review but we would like to name Rosie Badger particularly for the Ironman Wales course that she undertook to gain sponsorship money to go towards our conservation work. In doing this Rosie has managed to raise the biggest donation we have ever had so far! It just goes to show what you can achieve when you put your mind to it. 2018 has been the year that we have shown what we can be, we can be a force

that together with our supporters can exceed dreams and expectations and through careful planning and a new focus through our new strategy we can hope to go forward with new conservation projects in the very near future.

Please take the time to read our annual review which details all of the work we have undertaken throughout the 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 Second Year At A Glance

2018 has been an incredibly successful year for us. Not only have we increased our income by nearly triple we have seen support coming from all over the UK.

Only in our second year our support from zoological collections throughout the year has increased massively as we work to increase the impact of our education work and more zoos have rallied to support us through sponsored events, world lion day celebrations and financial donations. We have received large donations from zoos in England and Wales but we have also seen individuals raising money for us through small sponsorship events completely off their own back. We are so grateful to everyone who has raised money for us, every single penny raised is an achievement and really helps us to continue growing our conservation projects. We have also developed our new conservation and education strategy, increased the output of our educational information and worked to forge links with new conservation organisations which is all detailed in the following pages.

£5107.90 RAISED

2 ORGANISED TALKS TO YOUTH GROUPS

7 ZOOS INVOLVED IN OUR EDUCATION WORK

3 SPONSORSHIP EVENTS VIA JUST GIVING

1 DONATION MADE TO AID LION CONSERVATION



Financial Review

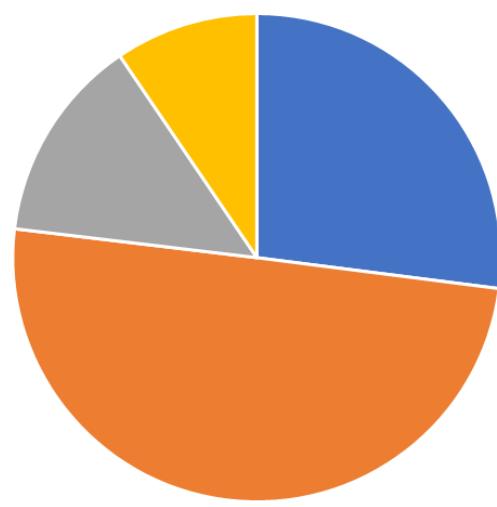
We never could have anticipated the success that we would have in our second year. All trustees have been stunned by the support from all sources. We have seen an increase of nearly triple compared to our first year and nearly half of our income has come from sponsorship events via Just Giving.

Our support from zoos has now increased to two zoos and Folly Farm Adventure Park & Zoo very generously donated £1000 to us. More than a quarter of our income has come from zoos but also the majority of our sponsorship events from Just Giving has been arranged by zoo keepers or people connected with wildlife in some way. Donations from Wild Arena Ltd have also been very generous as they have donated £1 from every Big Cat Workshop booking they have.

TOTAL INCOME = £5107.90

TOTAL EXPENDITURE = £1199.01

INCOME 2018



■ Donations From UK Zoos ■ Just Giving Sponsorship Events
■ Cash and Cheque Donations ■ Donations From Wild Arena Ltd

Learn About Lions

2018 saw our education work become more streamlined as we merged all of it together. The educational material on the website is now titled 'Learn About Lions' and during the summer holidays to celebrate world lion day leaflets designed to explain how lions live and the threats they face were distributed to various zoos throughout the UK. These leaflets give the reader a brief taster the information on our website and an eye opener into the life of wild lions.

It has always been our aim to make any educational material as open as we possibly can to anyone who may be interested. This is why we have pages of information available for anyone to read on the website.

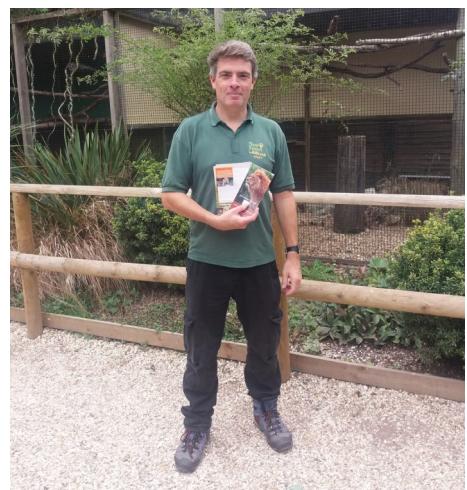
Educational Talks at Linton Zoo



We are proud to work and cooperate with zoos in the UK but Linton Zoo will always be a special place for us as they are not only long term friends but also home to our name-sake Safina and her family. On the 29th August James visited Linton Zoo and held three Learn About Lions talks explaining to guests how lions live in the wild, the threats they face in the wild and how we are working to protect them. All visitors that came were given free educational leaflets and we left more with Zoo Director Kim Simmons at Linton Zoo who can be seen in the picture left to give our during the rest of the Summer Holidays. While at the zoo James helped to clean out the lion houses making sure he maintained the high standards maintained by all the staff at the zoo. Pictured left is Safina herself enjoying her new cosy straw bed.

Anyone can help us...

We have also been touched by the generosity of other zoos in the UK which do not have lions in their collections but due to their passion for conservation and education have been happy to do what they can to help us. Shepreth Wildlife Park, New Forest Wildlife Park and Battersea Park Children's Zoo were all kind enough to put our Learn About Lions leaflets in their visitor areas to help spread awareness for lion conservation. Pictured left is Jason Palmer, curator of collections for the Chestnut Partnership that run the New Forest Wildlife Park and Battersea Park Children's Zoo.



World Lion Day Events

World Lion Day 2018 saw our biggest fund raising and awareness events so far. We are very grateful to all zoos who supported us this year.

We continued our association with Noah's Ark Zoo Farm and we visited them again to celebrate World Lion Day on the 4th August. Trustees talked to the public about lion conservation and handed out our free learn about lions leaflets about the threats that face lions in the wild. We were also pleased that as well as raising funds for us on World Lion Day the team at Noah's Ark have also started to raise funds for us during daily big cat talks throughout the holidays. Once again the team at Noah's Ark were brilliant to work with and their enthusiasm for conservation was infectious. Their celebrations for World Lion Day were joined by an African carnival which gave several displays throughout the day. Thanks to everyone at Noah's who helped to organise the event especially Ben Amy and Sophie who helped to organise the day.

Folly Farm zoo keeper Rosie and lioness Luna with our Learn About Lions leaflets
Below Rosie and Felicity with Liew the Lion ready for the days activities!



New Friends at Folly Farm

Lion Keepers at Folly Farm Adventure Park & Zoo celebrated World Lion Day by organising a whole day of activities and educational talks for their visitors. From the donations taken that day and a donation from the zoo we have received £1000 from the zoo this year. We are so thankful to our new friends at Folly Farm and we look forward to working with them more formally in the near future. Thanks especially to Rosie and Felicity for organising the event and Zoo Curator Tim for choosing us as a charity worthy for donation from the zoo. We look forward to working with the Folly team again in the future.

Trustees also gave a talk at Knowsley Safari to celebrate World Lion Day. This was well attended by staff and the general public and Knowsley Safari generously agreed that a percentage share of the event would be donated to the charity. Our chairman James who was also a keeper at Knowsley at the time gave a talk about the lions at the park as well as the issues facing lion conservation and how zoos can work with conservation charities to protect lions in the wild, pictured far right. Other pictures include our chairman with the lion carnival character at Noah's Ark Zoo Farm for World Lion Day and Noah's Ark keeper Ben with Tiana the tiger at his big cat talk where he has decided to raise money for our charity during the holiday periods. Thanks Ben and team!



Rosie's IRONMAN Wales

Trustees were delighted to be approached by Rosie Badger a zookeeper from Folly Farm Adventure Park & Zoo in early 2018 who wanted to raise funds for lion conservation on an Ironman Wales course that she had signed up for.

After months of intensive training at smaller events bright and early on the 9th September Rosie started the Ironman Wales course which consisted of a 2.4 mile sea swim, 112 mile bike road and a 26.2 mile run all in the same day. Rosie successfully completed all of the course within the day finishing at around midnight!

Rosie managed to raise £1600 through Just Giving, this is by far the biggest donation that we have received so far and the most money raised by a single person.

All trustees would like to add a special mention of thanks to Rosie for her great effort here for lion conservation.



Snowdon Climb

On the 4th October two trustees along with three volunteers climbed up Snowdon to raise funds for the charity. Trustees completed the 7 mile climb up and down through the wind and rain. Together via Just Giving and donations straight to the charity more than £750 was raised. Thanks to Sarah for leading the climb and for Helen and Andy for joining us! Thanks to everyone who donated to the Just Giving page and allowed us to raise such a huge amount of money.

Talking To Youth Groups

Trustees ran talks for several youth groups including Rainford Young Farmers club and Liverpool John Moore's University Zoology Society, both of which sent a donation to the charity after the talks. These talks aimed to raise more awareness of the threats that lions face in the wild, both were well attended and plenty of issues discussed.

Thanks to the Rainford Young Farmers Club for their donation of £25 and to Liverpool John Moores University Zoology Society for their donation of over £70 raised from the raffle organised by the students themselves.



Wishing Our Thanks to...

Not only have we had a huge amount of support from zoos and sponsorship events we have also seen how generous people can be on a much smaller level through events organised by colleagues and even small sponsorship events run by individuals. We would like to use this section to show our thanks to the people who have done all they can to raise funds for us. No matter the amount raised we are always indebted to those who think of our mission and do what they can to help us and lions in the wild.



There are far too many names to mention but you all know who you are. To everyone who has organised or attended any of the events to assist us we would like to express our gratitude to you all. Thank you as well to Jordan Varley who donated £20 towards the collection of zoo guides donated by our friends at Linton Zoo last year.

We wouldn't be able to carry out the work we do without all of your help, we are only as strong as our supporters.

Picture above shows all who took part at the Knowsley Quiz Night, June 2018.

Working with Wild Arena Ltd

We are delighted to announce that we are proud to work with Wild Arena Ltd Nature Imaging Experts. Wild Arena have very generously agreed to donate £1 towards our conservation work from every Big Cat Workshop they carry out. So if you are interested in photography and want to support lion conservation, these workshops may be great for you. These Big Cat Workshops take place at Woburn Safari Park in Bedfordshire and Knowsley Safari in Merseyside. The half day sessions are a great opportunity to get some brilliant pictures of the lions and tigers at these parks, getting closer than the normal visitor. We can highly recommend Wild Arena for these workshops and we look forward to our continued relationship with them. Thanks to the Wild Arena team for all their help and enthusiasm.

We received £485 from Wild Arena throughout 2018 which will go towards our conservation projects.

For more information please look on their website - www.wildarena.com



WILDARENA.COM
NATURE IMAGING EXPERTS



Our New Conservation & Education Strategy

After months of planning and writing trustees agreed a new conservation and education strategy to give our work more focus. The full strategy 'Fighting For Their Future' can be found on our website. It explains why we have chosen to conserve lions in the wild and how and we have decided to make our impact.



Fighting For Their Future

Our new strategy is now vital to the work that we carry out as a charity. Every single conservation project that we support must fit one of our three new key areas listed below as well as going through all the criteria listed in our donation policy. Through this new focussed approach we feel that we can concentrate our efforts on the areas of lion conservation that we believe need the most attention.

After careful analysis trustees decided on three key areas within lion conservation which we believe are most in need of our support. As a small charity we are unable to fund our own projects so it is important that we have chosen activities that are already undertaken by other organisations that we can assist with. The three key areas are:

- **Young Dispersing Male Lions**

Once male lions reach sexual maturity they are driven out of their birth pride by their fathers or rival males. In a bid to survive a lot of young males seek shelter from their own kind by living closer to human communities until they are large enough to take over a pride territory of their own. Because of this young males are the most likely to predate on livestock and come into potentially fatal conflict with people. These males are critical however for ensuring the next generation of lions in the wild.

- **Lions Outside Protected Areas**

Lions like most African wildlife are only protected by where they happen to be. If they leave the safety of the national parks and reserves any death caused by humans due to livestock predation and retaliation may be frowned upon but it is not often considered an offence.

- **Involving Local Communities**

The biggest threat to wild lions is the growing human population, as communities grow they impact more on the landscape and the land available to lions gets smaller and smaller every generation. It is therefore vital to include the people who have to coexist with lions in conservation efforts in order to achieve positive outcomes. Through education and even employment the local people can learn more about the importance of lions in their ecosystem and how they can coexist peacefully with them without the need for harmful retaliation.

We are delighted to share that we are continuing our support of the conservation organisation Lion Guardians for a second year.



Our sponsored Lion Guardian **KUYA KIPAMPA**

We heard in the Summer of 2018 that Longoi our previously sponsored Lion Guardian has decided to retire from Lion Guardians. We were delighted to hear in November that a new Guardian has been recruited from the local community to take on Longoi's previous zone called Risa which borders the Amboseli National Park. Our New Guardian is named Kuya Kipampa and trustees have now updated his sponsorship in January 2019 by donating **£1167 (\$1500)** which will now cover him into 2020. Below is some information from the Lion Guardians Team about Kuya:

"Kuya's father died when he was very young, an event which pushed him to quickly become a responsible young man at a very tender age. Upon becoming employed by Lion Guardians he was thrilled to further increase his responsibilities and improve his skills".

We are very proud to have sponsored Longoi and to now sponsor Kuya. By aiding a project that not only helps the local lion population but also focuses on the people who have to live amongst them we believe that this is a powerful conservation project and an important one to continue our support for. We look forward to sponsoring Kuya throughout his career with the Lion Guardians. We would like to credit John Merishi for the picture of Kuya seen above.

Future Conservation Projects

Throughout 2018 trustees have been discussing with other conservation organisations to see how our charity can work with them to protect lions in the wild. Through a thorough process two organisations have been scrutinised and we are glad to announce that we are now in the final stages of being able to show our support to two conservation projects working to protect lions in Kenya and Tanzania respectively by sponsoring GPS collars. We hope to update you all on this very soon.





We thank you all for reading this years Annual Review and we look forward to updating you with our progress next year. For up to date information please follow our Facebook Page and website.

Acknowledgements

We would like to thank everyone who has had a part in raising awareness or have helped to raise funds for us this year.

- **Knowsley Safari**
- **Noah's Ark Zoo Farm**
- **Folly Farm Adventure Park & Zoo**
- **Linton Zoo Conservation Park**
- **New Forest Wildlife Park**
- **Battersea Park Children's Zoo**
- **Shepreth Wildlife Park**
- **Wild Arena Ltd**
- **Everyone who has organised or donated towards sponsorship events online via Just Giving.**
- **Rainford Young Farmers Club**
- **LJMU Zoology Society**
- **Knowsley Quiz Night supporters & organ-**

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



**LION
GUARDIANS**

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

Or if you want to ask us anything directly please email us at:
info@safinalionconservation.org