



# ANNUAL REVIEW 2019



**DZP**  
Dartmoor  
**ZOO**

**SAFINA**

PAY SAFINA LION CONSERVATION FUND  
FOUR HUNDRED AND FORTY FIVE POUNDS AND 93P  
**£445.93**  
FROM DARTMOOR ZOOLOGICAL SOCIETY  
21<sup>st</sup> November 2019

# SAFINA LION CONSERVATION FUND



## A Message From Our Chairman

Last year saw us raise an incredible amount of money for our conservation projects from which we were extremely grateful to all of our zoo and public supporters, 2019 saw us turn those pounds into an impact as we donated all of the funds raised last year to our conservation partners to aid their lion conservation efforts on the ground where it is most needed.

2019 was a year that saw us add two new organisations to our small list of conservation partners, all scrutinised and discussed carefully between meetings with all trustees and our conservation advisors. We are proud to now work with the Mara Predator Conservation Programme and Kope Lion and of course still proud to work with our long standing partner Lion Guardians. As well as increasing our contribution to conservation we welcomed more zoos to our educational projects. In particular we would like to mention Dartmoor Zoo who became our newest zoo partner, they have been home to a younger brother of our name-sake Safina for a few years now. It was a pleasure to meet Jasiri and the team at Dartmoor in October to thank them for their donation and to talk to them all about our conservation work and what they are helping us to achieve.

Thanks again to everyone who has supported us and 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 a Trustees Annual 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:**

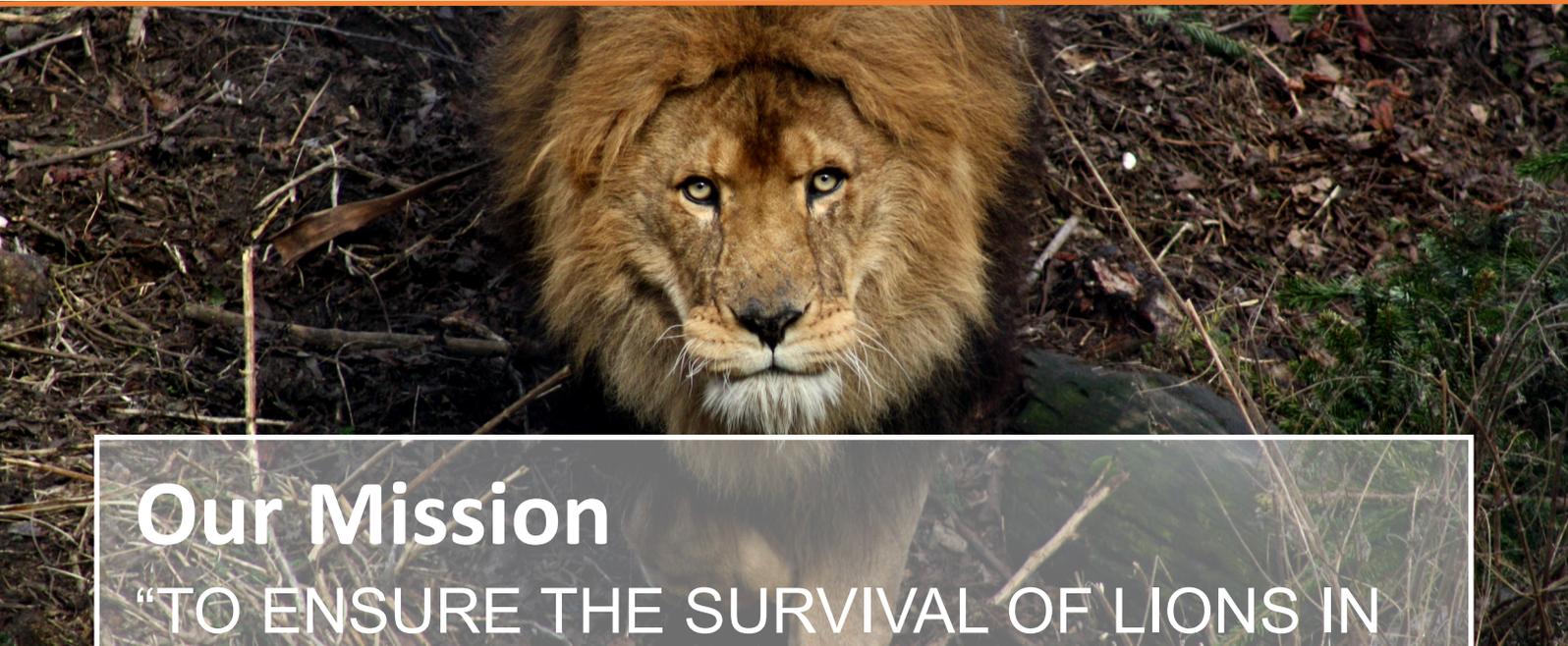
**A) Supporting conservation projects in such ways that are charitable**

**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 Third Year At A Glance

2019 has been another important year for us here at Safina but most of the work this year has gone on behind the scenes. It has been a quieter year for us in terms of fundraising when compared to a hugely successful 2018 as we have focussed more so on the paperwork required to set up our new conservation partnerships. Before these two new donations were made trustees and conservation advisors work through a process of discussion and scrutinization while in contact with the organisation on the particular ways that we can help them. Once trustees and advisors are all happy to continue and we are happy with all feedback further agreements are written up and signed. We were very keen this year to ensure that these two donations (the largest so far in our donation history!) went towards something that would really help our new conservation partners and have an important impact to lions in the wild.



**£2259.33 RAISED**

**£6789.92 SENT TO AID LION CONSERVATION**

**2 MORE CONSERVATION PARTNERS ADDED**

**7 ZOOS INVOLVED IN OUR EDUCATION WORK**

## Financial Review

Our third year has not seen as much income as last year but has seen us reach a comfortable stable income which is still higher than our first year. The table below shows the breakdown of our income, as you can see just more than half is still via the online fundraising platform Just Giving and we also had donations via Facebook which come through the PayPal Giving Fund. Our donations from zoos are still high and do not take into account some donations from zoos made via Just Giving.

We haven't included in the table a duplicate donation made from a UK Zoo which we transferred back to them straight away which is why the expenditure towards conservation projects is not the full amount and the income stated above is lower than the total amount.

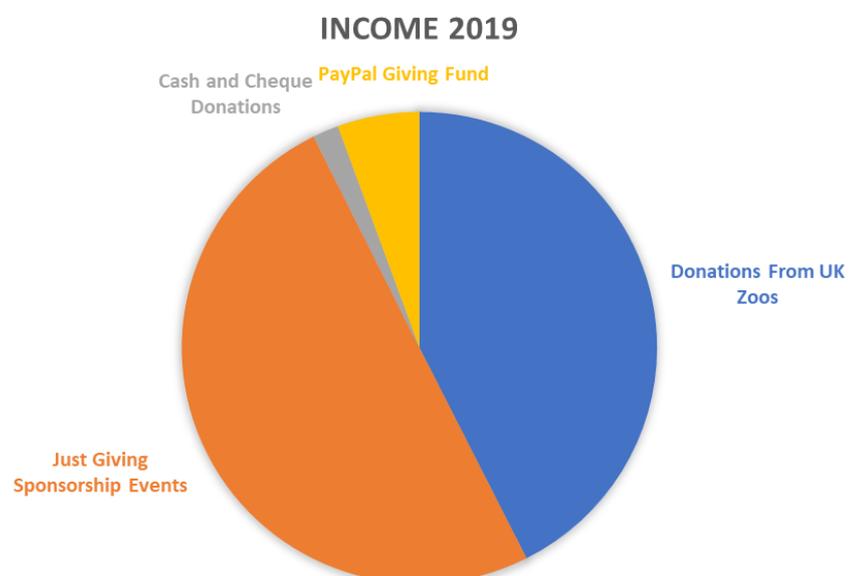
**TOTAL INCOME = £2705.26**

**TOTAL EXPENDITURE = £7235.85**

**EXPENDITURE TOWARDS**

**CONSERVATION PARTNERS = £6789.92**

**of which £94.16 were bank transfer fee related.**





## New Friends at Dartmoor

Earlier in the year we were contacted by Simon Moore, senior keeper at Dartmoor Zoological Park about linking the zoo to our conservation work. As you can see below we already had a connection! Simon and his team organised fundraising events on world lion day with talks and activities for their visitors and raised £445.93 just through their hard work! We are delighted to add Dartmoor to our list of zoo partners and two trustees were invited to the zoo to give a talk on our conservation work to zoo staff, volunteers and visitors in October pictured below.

One of the reasons why Simon contacted us was to see how Jasiri was linked to our name-sake Safina as he was born at Linton Zoo in June 2007 to Riziki and Karla. This actually makes him a younger brother to Safina and therefore a brilliant connection for us and the Dartmoor team. Jasiri arrived at Dartmoor in December 2014 having lived at both Newquay Zoo and Combe Martin Wildlife & Dinosaur Park previously. Both trustees enjoyed meeting Jasiri and the Dartmoor team and for our chairman James it had been a visit long in the making, the last time he saw him was as a cub on childhood visits to Linton Zoo in 2008, he has certainly grown into a magnificent mature male lion since those days! You can see Jasiri in the middle picture below. We would like to add another thanks to Dartmoor for their donation pictured above with James, Deputy CEO Coral and Senior Keeper Simon with Jasiri (just!) in the background and we look forward to working with them again in the future.



## More Fundraising News

In February we were given a cheque from Knowsley Safari for £100 which was from the profits of a World Lion Day talk hosted by Knowsley last year in 2018 where a portion of the profits were donated towards our conservation work. The picture above shows James with Research and Conservation Officer Bridget and Events Manager Mark. We would also like to thank the staff of Knowsley who between them via Just Giving donated over £200 towards our work in the same month, thank you all for all of your support!

As well as support from our new zoo partner Dartmoor Zoo we also had support from our existing zoo partners. Noah's Ark Zoo Farm donated £393.83 to us at the end of 2019 from their World Lion Day activities and big cat talks throughout the public holidays. We also visited Linton Zoo on the 6th August to give a talk on lion conservation and our shared support of Lion Guardians to their visitors, this talk was well attended and our Learn About Lion leaflets were handed out. This was our second year going to talk at Linton Zoo and we are always delighted to be invited back there to talk alongside our name-sake Safina and her family.

Throughout 2019 we also became an official conservation partner of Folly Farm Adventure Park & Zoo. Through this scheme they donate a certain percentage of all profits from their animal adoptions towards the work of their conservation partners. This year they donated £466.85 to go towards our conservation work and the same amount to various other conservation organisations. We would also like to thank everyone who donated via Facebook through the PayPal Giving Fund from which we received £126 as well as everyone who donated through Just Giving and cash/cheque donations - Thank You!



## New arrivals at Noah's Ark

Trustees were informed back in the summer of 2018 that shortly after our visit on World Lion Day to help keepers and staff with their conservation activities and their African carnival that their lioness Arusha had given birth successfully to two boys. Our chairman James went to visit the new family in April and it was brilliant to see both boys now named Kojo and Tau playing and interacting with their mother and their father, Masai. These cubs are a brand new part of our Safina family as through their father our name-sake Safina is their grandmother. It is great to see this family now in its next generation and we look forward to further updates from the team at Noah's Ark.

## Learn About Lions

For the second year running we printed and distributed our educational leaflets to different zoological collections in time for World Lion Day and the summer holidays. The idea is that these leaflets are a free resource for keepers and educators to give out during talks and in display areas for those who want to learn more about lion conservation.

We would like to thank the following zoos for taking part in our Learn About Lions scheme by distributing and displaying leaflets at their sites: **Noah's Ark Zoo Farm, Folly Farm Adventure Park & Zoo, Wolds Wildlife Park, Battersea Park Children's Zoo, Dartmoor Zoo, Linton Zoo and Combe Martin Wildlife & Dinosaur Park.**





## Our Conservation Partners

2019 has seen us add two more organisations as conservation partners and we have been able to send more money than ever before towards their work— just over five times more than previous years! In line with our conservation strategy the work we support via our conservation partners has to fall into one of our three key focus areas which are young dispersing males, lions outside community areas and involving local communities. As we are a registered charity the work we support also has to match our charitable objectives in order for us to support them.

## Mara Predator Conservation Programme

We have been in contact with Niels Mogensen of the Mara Predator Conservation Programme since September 2017 when one of our trustees visited the Naboisho Conservancy as part of a volunteering scheme. One of the tasks was to collect data which was used by the then Mara Lion Project which Niels was apart of. In January 2018 both the Mara Lion and Cheetah Projects were merged to create the Mara Predator Conservation Programme and we were keen to discuss ways of how we could contribute to their work having visited part of their study area and seen the issues that the lions face there. We were interested in supporting something which could be based directly on lions as our ongoing support of Lion Guardians focuses on the people. Their work of lion collaring seemed to be the ideal choice of contribution. One of the issues facing the lions in the Mara is that when young males are not tolerated by the resident males within the core pride areas and too young to take over a territory of their own they may stray into the community areas and conflict with the local people. By collaring these lions Niels explained that it aids them to collect data on these lions and to track their movements which gives the team the chance to plan mitigation efforts and evidence if they seem to be heading towards potential problem areas.

Our initial target of \$3500 would give Niels and his team enough money to purchase the collar and to pay for all veterinary fees required to fit it. After our fundraising efforts in 2018 we were able to donate the full amount of £2938.46 in August. The Programme is run by the Kenya Wildlife Trust which focuses predominantly on predator conservation through community work and science based ground work. The three goals of the Programme are to help community members and landowners understand and appreciate the role of predators in the ecosystem, to ensure that key stakeholders in the Greater Mara Ecosystem consistently utilise sound scientific information to inform conservation strategies and to support stable, healthy predator populations in the Greater Mara Ecosystem by providing scientific evidence for conservation action. For more up to date information on the collar please visit our website.

## Lion Guardians

For the third year running we are delighted to continue our sponsorship of our Lion Guardian. For our first year we sponsored Longoi Ole Parsitau but the last two years our money have gone towards the salary of Kuya Kipampa who took over Longoi's area which borders the Amboseli National Park in Kenya. Lion Guardians is a conservation organization dedicated to finding and enacting long-term solutions for people and lions to coexist. Founded in 2007, Lion Guardians began with five Guardians in one small area within the Amboseli-Tsavo ecosystem. Currently, there are Lion Guardians-based projects successfully running in several countries. In December we donated £1169.47 (\$1500) to go towards Kuya's 2021 salary.

# A Third Conservation Partner

Due to the amazing amount of support we saw in 2018 it soon became apparent to trustees that we may have the funds to support a third organisation. We began researching other organisations that may be in need of additional support in carrying out important work on the ground. We were drawn to Kope Lion who also run similar community and collaring schemes to our other partners. After early discussions with Director Ingela Jansson and discussions with trustees and conservation advisors we decided that this would be another great project to support. Ingela was very enthusiastic in our aim to assist the collaring of young male lions by sharing lots of information about her work with us and suggested that there are many mature males who are still nomadic and behave in the same way as younger males that are their current collaring focus. We all agreed that this sounded like a brilliant opportunity to assist them with this matter. Just after Christmas we donated £2587.83 (\$3278) to go towards a brand new collar.



Many thanks to Ingela Jansson (Kope Lion) for the use of this photo of lions in the Ngorongoro Crater.

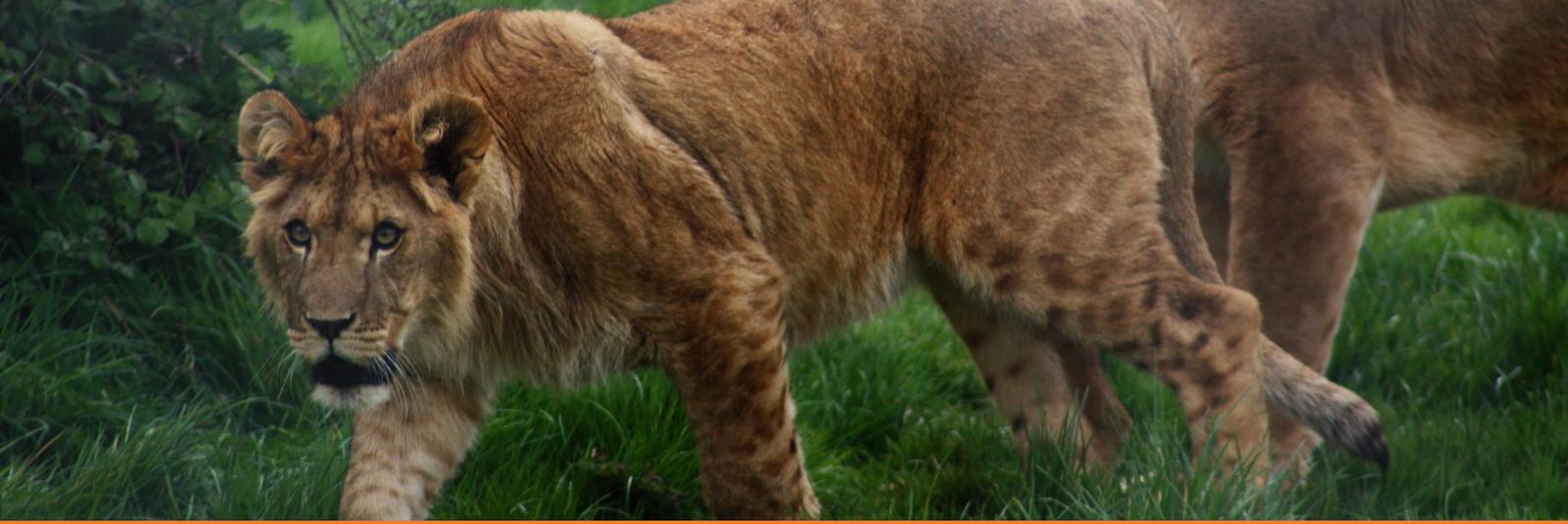
## Kope Lion

Kope Lion works to foster human-lion coexistence in Ngorongoro Conservation Area. In this area in particular human-wildlife conflict has been tough on lions and in the last decades they have begun to disappear from their former ranges. This in turn has dramatically cut off the lions of the Ngorongoro Crater to those in the main Serengeti reserve. This can have catastrophic consequences for the genetic health of the Ngorongoro lions. Kope Lion was founded by Ingela Jansson in 2011 and aims to work directly with the local people and encourage sustainable human-lion coexistence for the benefit of both people and lions. Kope Lion works to employ both local experts while working with international scientists. Their mission is to inspire and enable local action, using science and traditional knowledge, for managing and monitoring sustainable human-lion coexistence in a multi-use landscape.

## The Start of a New Project

It is our plan to formally link both of these projects together as a 'Future Kings Project' which will see us focus on protecting young male lions and monitoring them through schemes like GPS collaring. Due to the nature of this work this is an area that we could potentially spread support further across different organisations. We hope to launch this new project early in our new financial year and start to link it more directly to our education work over time. Funds depending we can continue our support in the future and even possibly add more organisations in different countries and areas to the project.

**We look forward to updating everyone on the progress of our conservation projects next year!**



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
- Dartmoor Zoological Park
- Wild Arena Ltd
- Wolds Wildlife Park
- Everyone who has organised or donated towards sponsorship events online via Just Giving and Facebook

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



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



[www.marapredatorconservation.org](http://www.marapredatorconservation.org)



[www.kopelion.org](http://www.kopelion.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)