



Annual Report

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2020-2021

## Note from the Chair

The year 2020 will be remembered as the year of COVID-19. I don't think anyone had imagined just how big an impact this pandemic turned out to have worldwide.

Naturally, it has been a very quiet year with low sales and no activity due to the restrictions of gathering for conferences and workshops.

Instead, the world learned to engage and connect online via Zoom, Teams and other platforms available which has become the new norm.

Behind the doors, we have been hard at work! We started researching for future booklets. One of them, a booklet on herbs & culinary plants, we hope to have ready this summer. Just waiting for feedback from our industry experts before finalising and sending off for certification.

Even more exciting is that we have started the work to build an app!! This is a painstakingly slow process as we are doing it ourselves, learning from scratch and it is taking a long time gathering all the information for this app.

Stay tuned on our social media to get updates.

You may remember that last year, we were unable to send off the usual annual donation to conservation projects. This year, we were fortunately able to!

We decided to try something new and asked our followers for nominations for a shortlist that could be voted for. The four organisations with the most votes would get £250 each.

It was a massive success and we have decided to allocate the funds this way for future.

As always, I would like to THANK YOU all for your continuing support!

*Louise*



**Browse Poster is a non-profit initiative to help  
animal professionals identify suitable plant  
material for a variety of animals whilst  
raising money for wildlife conservation**

Who is Browse Poster?	4
Browse Poster Objectives	5
Activities and Events	6
Browse Poster Financial Summary	7
Donors / Sponsors	8
Contact	9



# Who is Browse Poster?

We are a small team, working voluntarily outside our daytime jobs!

## Chair

Louise is the Chair of the charity and founded the initiative back in 2016. She takes care of the operation from designing the booklets and posters from scratch, researching the contents and taking pictures of plants for the products, travelling to workshops and conferences to promote the products and also giving presentations on the subject, sharing information on social media, dealing with processing and sending orders, answering any questions and enquiries etc.

## Secretary

Dan is the Secretary of the charity and the creator and workhorse behind our website and online shop as well as assisting with the accounting and taxes.

Last year, he started the mammoth task of building an app!

Dan also supports the operation of the charity and helps with the runs to the post office.

## Other Trustees

Martin contributed massively when initially applying for the charity status. He continues to provide legal advice as and when needed and without him, this charity would not exist.

Yvonne and Lisa are always ready to support and scrutinise new ideas.



# Browse Poster Objectives



- 1) The advancement of education for the public benefit in any part of the world by advancing and increasing individual and collective knowledge and understanding of the use of (*inter alia*) fresh plant material as a food source for exotic and domestic animals in captivity, in particular but not exclusively by collating research and published material and disseminating the same (including, without limitation, in the form of booklets, posters or online).
- 2) The advancement of environmental protection and improvement including, in particular but without limitation, conservation of flora, fauna and the habitats thereof, and encouragement of biodiversity, including within and via reputable zoological collections.
- 3) The advancement of charitable purposes (according to the laws of England and Wales) as the trustees see fit from time to time, in particular but not limited to advancing the conservation and/or welfare of flora, fauna and the environment generally including by the donation of funds.

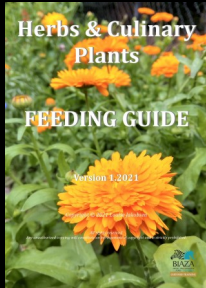
# Activities and Events

As mentioned in the introduction, this past year has been a very quiet one due to the devastating pandemic.

This meant that Browse Poster was not been able to physically attend any workshops or conferences as these were naturally cancelled or postponed.

As we were unable to send donations off in the previous financial year due to budget constraints, our Chair decided to personally take part in the virtual 5K event on World Giraffe Day to raise money for Giraffe Conservation Foundation.

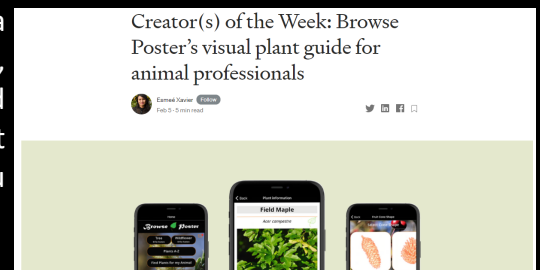
She was very pleased with her new personal record as she is not a strong runner.



Some of the things we have been working on this past year include the research for a new booklet covering herbs and other culinary plants which are often used for enrichment or additional supplements in many captive animal diets. The feeding guides in this booklet will be fairly broad and cover a range of animal taxa including hoofstock, primates, birds, and even felids & canids (for enrichment purposes).

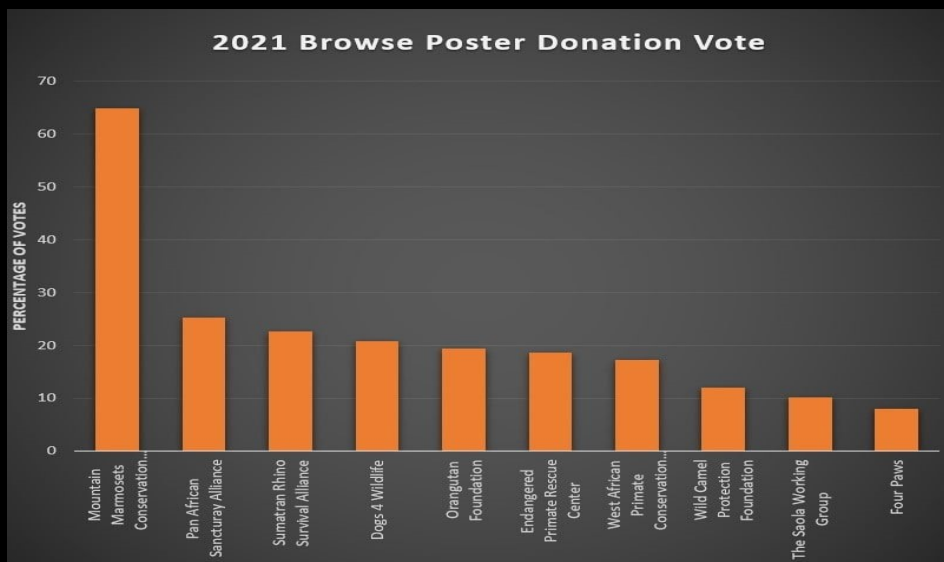
We also started the initial research for future booklets covering the massive animal taxa that is rodents! This research is currently on pause as we need a few more hours in the day on top of all our other research activities and the general running of the charity.

The most exciting project we have embarked on is the building of a mobile app! Learning from scratch and doing all the work ourselves, this is a painstaking process with lots of technical challenges related to forces outside our control (database and app platform providers). It will be a while before we are able to launch this app but we hope you will all be interested in buying it when it does see the light.



If you are following our social media, you may have seen our post about this app when it was highlighted in a blog.

As mentioned in the introduction, this financial year's donation round was done in a new way with our followers encouraged to nominate organisations that were shortlisted for a vote. We loved the enthusiasm and engagement from everyone with a total of 637 votes cast. Unfortunately, despite requests, the main winner has failed to provide payment details in time for the donation to be sent within this financial year. The donation will be sent as soon as we receive the payment information.

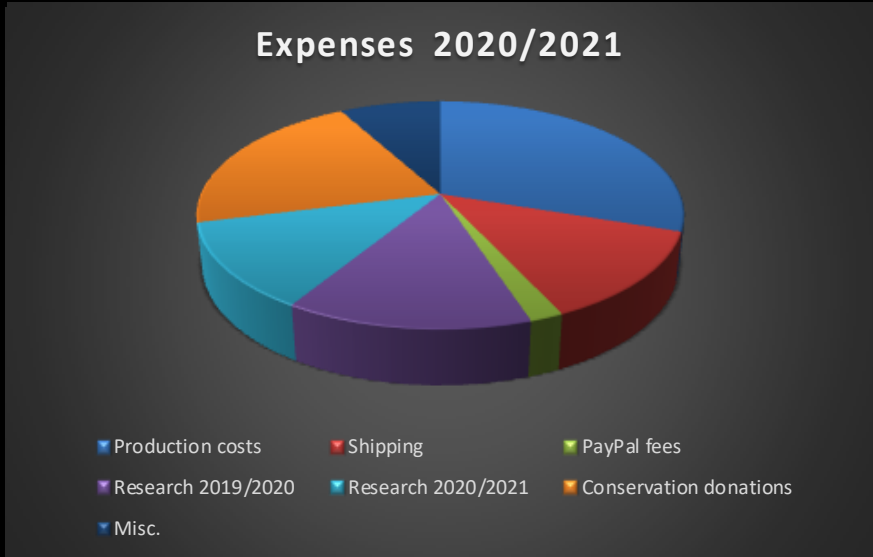
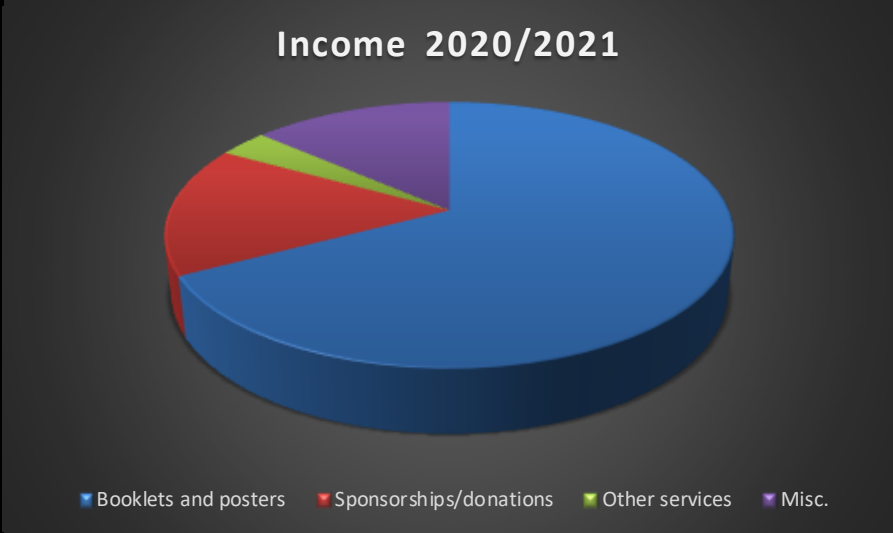


# Financial Summary

In the financial year of 2020/2021, a total of 129 booklets and 17 posters were sold across UK and Europe. A very low number.

As mentioned on the previous page, one of the winners of the £250 donation failed to send payment details in time for this financial year and we haven't been able to send this off yet. If the organisation does not send the information needed, the sum will be carried over to the next donation round.

**Total Income:**  
**£3,016.11**  
*(£2,474.63 carried over from previous year - not included in the figures shown)*



**Total expenditure: £2,385.35**  
*(The 2019/2020 research fee was not sent until 6th April 2020 so is therefore listed in this financial year)*

**Year on Year Comparison**

	2018/2019	2019/2020	2020/2021
Total number of booklets sold	390	141	129
Total number of posters sold	63	24	17
Total income	£6,195.57	£3,301.23	£3,016.11
Total expenditures	£3,250.31	£2,718.74	£2,385.35
<i>(first two years are not including conservation support)</i>			

## Donors and Sponsors

Donations received from private individuals and fundraising sites: £478.41

The above includes a kind donation from Safe4 to help pay for a batch of our Hoofstock Browse Booklets to be printed.



We also received a kind donation from a private individual so we could get some branded clothing made for when we again are able to attend workshops and conferences.

If you wish to support Browse Poster and help raise more money for conservation, there are multiple ways of doing so:

# smile.amazon.co.uk



Start fundraising  
with JustGiving

DONATE NOW WITH  
**JustGiving™**

**PayPal** Giving Fund



Give as you Live®



## Contact

If you have any enquiries or want to become a sponsor, feel free to contact us!

(We are a friendly bunch)

[www.facebook.com/BrowsePoster](https://www.facebook.com/BrowsePoster)

[browseposter@gmail.com](mailto:browseposter@gmail.com)

[www.browseposter.co.uk](http://www.browseposter.co.uk)

