



Annual Report

2021 - 2022

Notes from the Chair

Another year has gone by and another year overshadowed by COVID. At least the world is slowly returning to normal. Now, we just need some world peace!

Our thoughts go to the Ukrainians and the surrounding countries during this difficult and upsetting time.

Our sales are slowly picking up again and we have been approached by a few stakeholders about presentations and lectures.

The work with our future app is going well. We still spend a lot of time entering data into the database (which will be a never-ending task), and are really just waiting for the app provider to build the function that allows us to make the app run on subscriptions.

The work with the app has also meant numerous trips to Kew Gardens for the Chair and the Secretary to go and photograph plants for the app content.

This year's donation round saw new heights in terms of engagement, nominations and voting. Around 146 organisations were nominated and over 1300 votes were cast to identify our four winners of a £250 donation.

We sadly had to say goodbye to one of our founding Trustees due to other commitments, but welcomed new blood onboard.

As always, I would like to take this opportunity to THANK YOU all for your continuing support, you are more important to us than you may realise!

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 conservation

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Who is Browse Poster?

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

Chair

Louise is the Chair of the charity and also the one who founded the initiative back in 2016.

She takes care of the overall 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. Over the past year and a half, he has worked an insanely amount of hours, taking upon the task of building our forthcoming app!



Other Trustees

Martin provides legal advice and helps write and scrutinise our legal papers and agreements. Without him, the charity would not exist!

Yvonne is one of our founding Trustees together with Dan and Martin and is always ready to support, advise and scrutinise new ideas.

Zoe joined the board of Trustees in September 2021. She took on the epic task of reading through 600+ social media posts identifying the 100s of nominations as well as checking their eligibility for this year's donation vote.

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

Most of 2021 was quiet due to the ongoing impact of the pandemic.

But we finally had the pleasure of being back in person at ABWAK's Giraffe & Okapi Workshop in October 2021, hosted by Wild Place.

Our favourite annual event, the ABWAK Symposium, took place in March 2022 and was hosted by West Midlands Safari Park.

We will never cease feeling emotional when people come up to us and tell us how much they enjoy our booklets and posters and how helpful they find them. We are so grateful for these lovely comments!



The ABWAK Annual Symposium was a very popular event with over 100 delegates attending.

With the new world of virtual conferences and workshops that became the new norm during the pandemic, we had our first experience of recording a presentation for the EAZA TAG's Virtual Talk series in late 2021.

2022 will hopefully offer more activities, we certainly have a few things in the pipeline.

Financial Summary

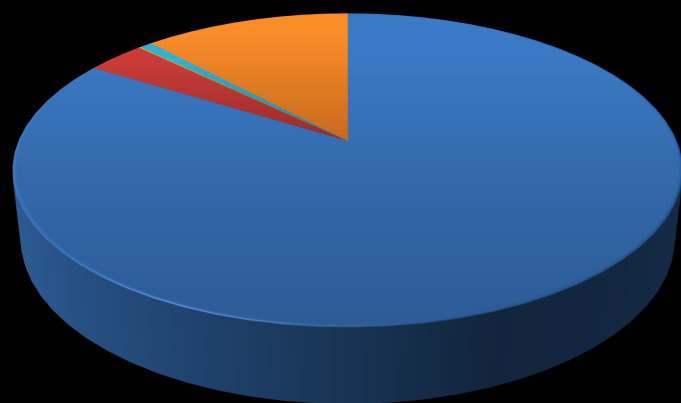
In the financial year of 2021/2022, a total of 248 booklets and posters were sold across the UK and Europe, with a couple of booklets sent off to the US and Australia as well.

Unfortunately, this year we had a loss for the first time. This is mainly due to a couple of donation payments from last year's budget that couldn't be finalised until this year's budget, and a payment that wasn't received in time to be included in this budget.

Hopefully, it shows you that we are truly non-profit!

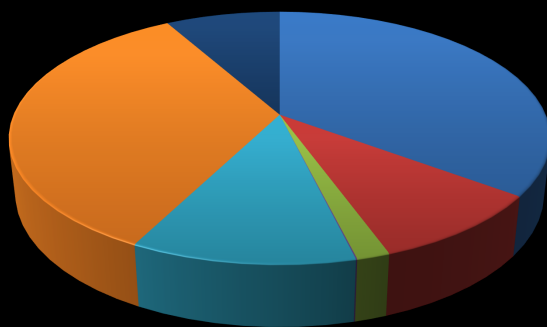
Total Income:	3,838.36
Sales of booklets and posters	£3,219.00
Other income (donations, shipping covered etc.)	£619.21
<i>£3,105.39 carried over from previous year is not included in the figures shown here</i>	

Income - breakdown



■ Booklets and posters ■ Sponsorships/donations ■ PayPal Cashback ■ PayPal Here ■ Misc.

Expenditure - breakdown



■ Production costs ■ Shipping ■ PayPal fees ■ Banking fees ■ Research ■ Donations ■ Misc.

Total Expenditure:	£3,879.03
Production costs	£1,538.36
Donations	£1,499.91
Shipping	£406.98
Other	£433.78

Year on Year Comparison

	2019/2020	2020/2021	2021/2022
Total number of booklets sold	141	129	232
Total number of posters sold	24	17	16
Total income	£3,301.23	£3,016.11	£3,838.36
Total expenditures	£2,718.74	£2,385.35	£3,879.03

Donors and Sponsors

Donations received from private individuals and fundraising sites: £130.98

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

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www.browseposter.co.uk

