



Annual Report

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2022 - 2023

**Browse**  **Woster**

Registered Charity in England & Wales no. 1178456

## Notes from the Chair

It has been a quiet year for sales and travels. We have not attended the smaller workshops this time round as the expenses were often higher than the income from the sales at these events.

Our sales weren't helped either with the new custom rules after Brexit coming into force. We experienced a lot of challenges getting orders sent to our customers overseas. Because of this, we sadly had to temporarily suspend sales outside of the UK and were considering each request from overseas individually until we could find a suitable solution. We think we have come across the challenge now without too much extra costs for us, so fingers crossed.

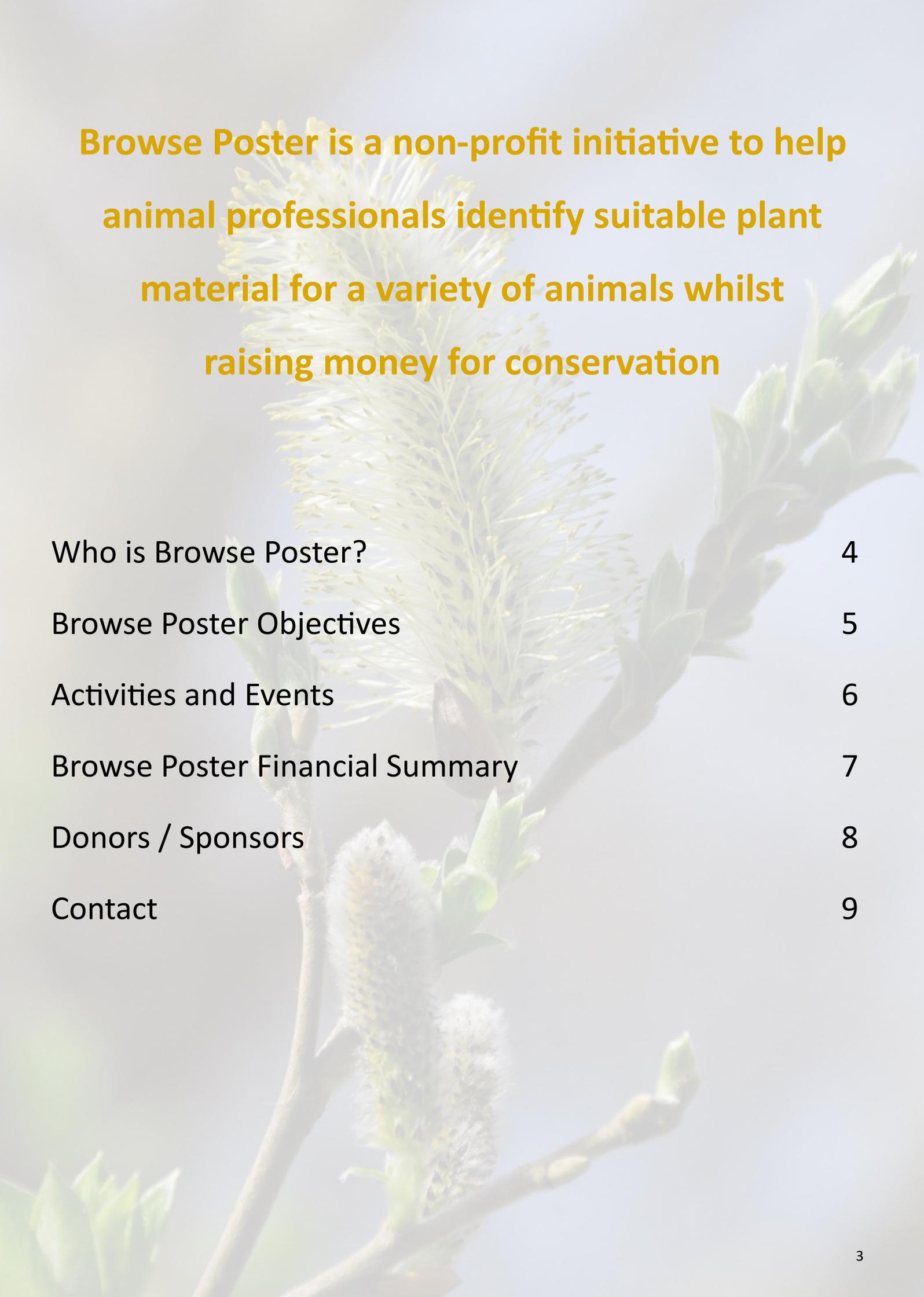
We also had to put our forthcoming app on hold as the platform provider still hasn't built the feature allowing us to publish the app. After the company behind the platform was taken over by another company, all communication seems to have seized. We are now looking at a different platform which may work the way we need it to. We are currently testing it out on a free trial. If successful, we should be able to move all the data over to the new platform, and rebuild the app. This new platform does cost money, but we have been promised a sponsorship to help cover the first year until we can get the app launched. Fingers crossed, and watch this space!

All in all, a challenging year for Browse Poster.

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. He has worked an insanelly amount of hours, taking upon the task of building our forthcoming app!

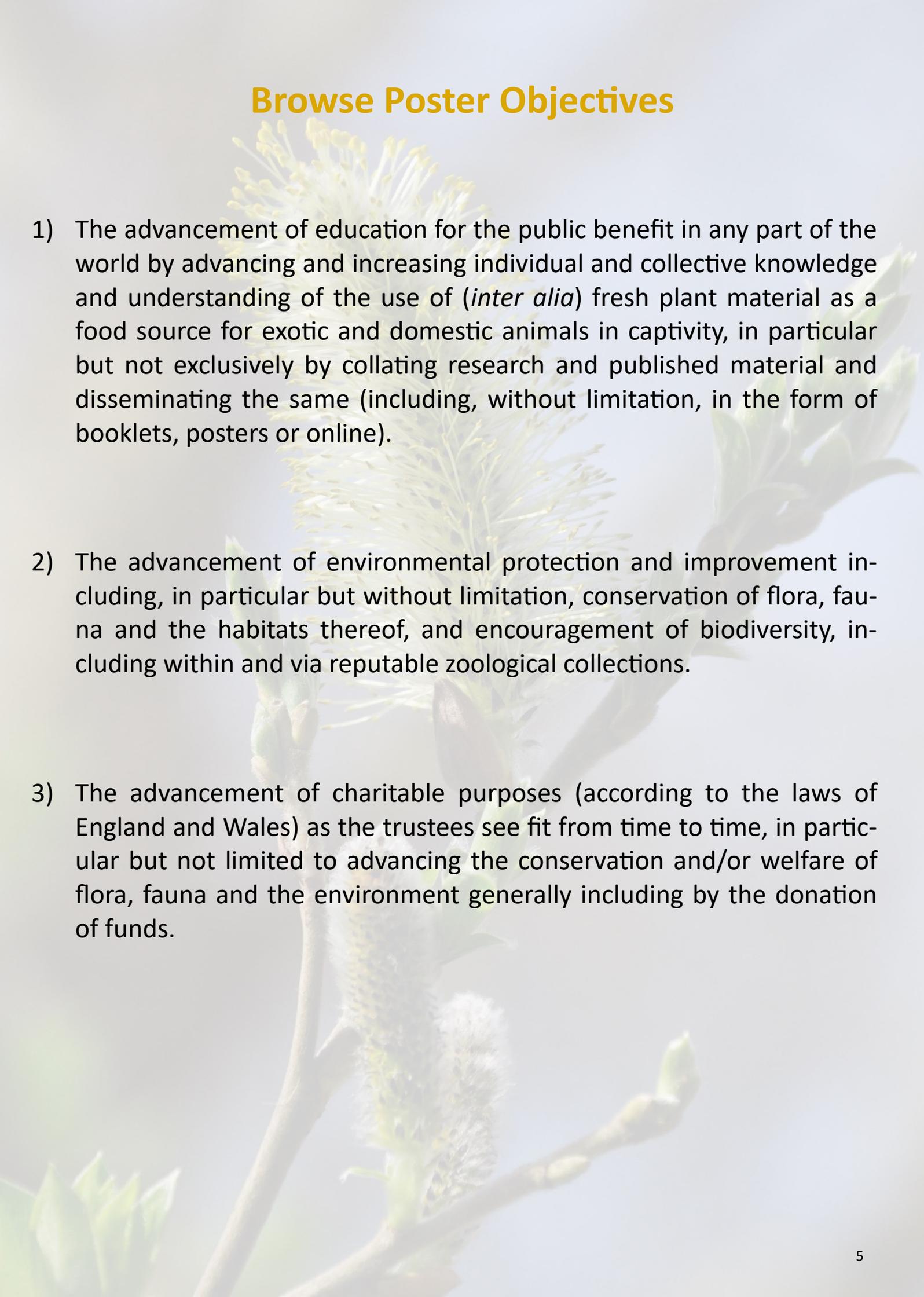
## Other Trustees

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 and is equally providing ideas and thoughts on new approaches.

## 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

A very quiet year indeed. We decided that it was no longer financially viable to travel to the small workshops, so only have the annual ABWAK Symposium on the list at the moment.

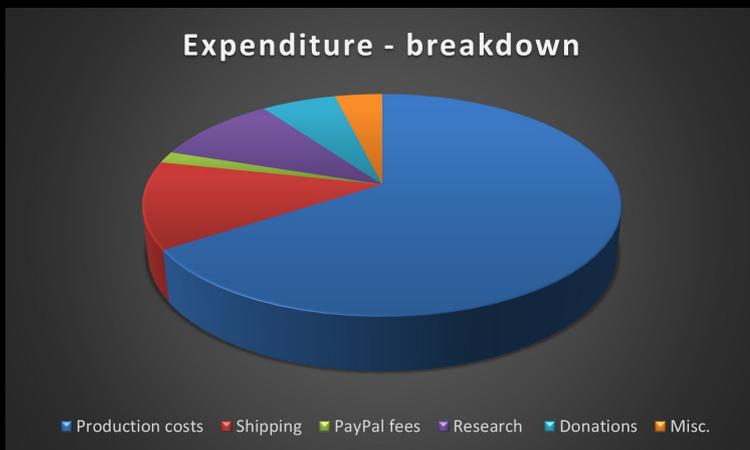
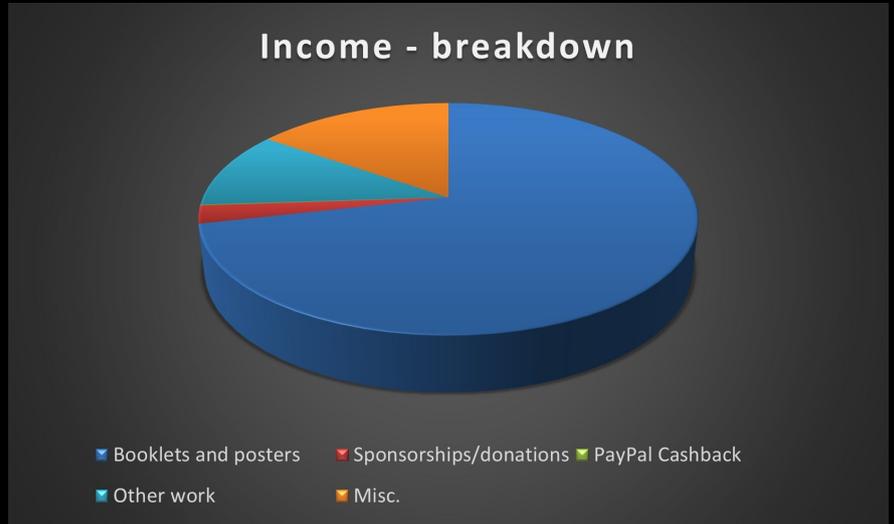
This year's Symposium was hosted by Yorkshire Wildlife Park.



# Financial Summary

In the financial year of 2022/2023, a total of 181 booklets and 27 posters were sold across the UK and Europe.

<b>Total Income:</b>	<b>£4,176.67</b>
Sales of booklets and posters	£2,982.00
Other income (donations, shipping covered etc.)	£1,194.67
<i>£3,064.57 carried over from previous year is not included in the figures shown here</i>	



<b>Total Expenditure:</b>	<b>£3,731.90</b>
Production costs	£2,727.00
Donations	£250.00
Shipping	£526.84
Other	£644.06

## Year on Year Comparison

	2019/2020	2020/2021	2021/2022	2022/2023
Total number of booklets sold	141	129	232	181
Total number of posters sold	24	17	16	27
Total income	£3,301.23	£3,016.11	£3,838.36	£4,176.67
Total expenditures	£2,718.74	£2,385.35	£3,879.03	£3,731.90

## Donors and Sponsors

Donations received from private individuals and fundraising sites: £

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



**PayPal** Giving Fund



**Start fundraising  
with JustGiving**

DONATE NOW WITH  
**JustGiving™**



**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)

