



Annual Report

2023 - 2024

Notes from the Chair

Obviously, the main feature for this year was our app which was finally launched in November 2023.

We were very apprehensive about how well it would be received and the fact that we have to make it a subscription based app to help pay for the fees that comes with it. This is our only income now.

After a slow start, we eventually reached over 200 subscribers from all over the world, with the majority being from the UK.

We have been contacted by a fair few people, asking if the booklets and posters will be back in stock. But at the moment, we are focusing on continuously improving and evolving the app, including adding more content.

The challenge that we always faced with the booklets and posters was that it difficult to keep them up to date. With the app, we can update contents with the click of a button.

We will of course review again. But for the moment, we are pleased to hear the positive feedback there has been from the app users.

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 genius workhorse behind our new app. He also created and maintains our website and online shop as well as assisting with the accounting and taxes.

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.

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 already mentioned, the main activity for this year was the launch of our app. It has been well received by those who has subscribed to it. We feel that there are still some reluctance from people because a subscription is required. But the numbers are slowly increasing so we are hoping that the app will be as popular as the booklets and posters.



It was again a quiet year in terms of events. We are still not travelling to small workshops, as it is not financially viable.

We were invited along to the BIAZA Primate Subgroup's nutrition workshop in March 2023, held at Marwell Wildlife.

Our Chair gave a presentation on fresh forage provision for primates and what to look out for, as well as organised a practical plant identification exercise together with one of the keepers at Marwell Wildlife.

The BIAZA Primate Subgroup very generously donated the proceedings from the raffle to Browse Poster.

We also had a stand at the BHS's conference at Drayton Manor Zoo, showcasing our app, as our Chair was giving a presentation as part of her work commitments.

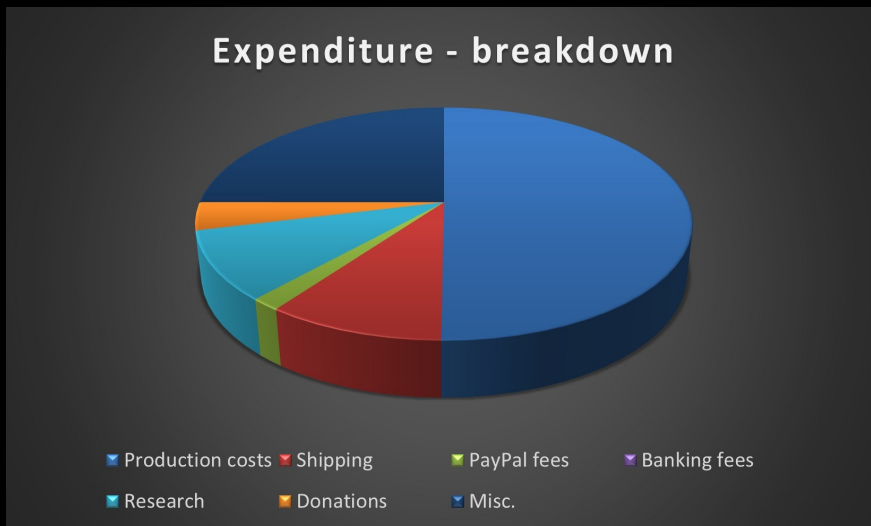
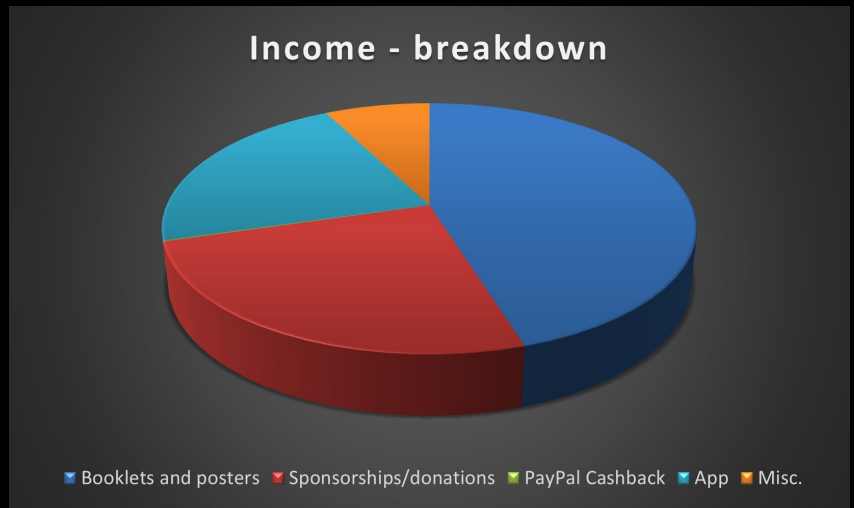


Financial Summary

In the financial year of 2023/2024, a total of 109 booklets and 14 posters were sold across the UK and Europe.

With the launch of the app, the number of active users are listed in a database and is very fluid. We therefore can't accurately give a number of total users as some only subscribe for a month here and there.

Total Income:	£4,515.04
Sales of booklets and posters	£2,040.00
App subscriptions	£987.12
Other income (donations, shipping covered etc.)	£1,487.92
<i>£3,449.34 carried over from the previous year is not included in the figures shown here</i>	



Total Expenditure:	£2,336.54
Production costs	£1,295.25
Donations	£100.00
Shipping	£252.98
Other	£934.31

Year on Year Comparison

	2020/2021	2021/2022	2021/2022	2023/2024
Total number of booklets sold	129	232	181	109
Total number of posters sold	17	16	27	14
App income				£987.12
Total income	£3,016.11	£3,838.36	£4,176.67	£4,515.04
Total expenditures	£2,385.35	£3,879.03	£3,731.90	£2,336.54

Donors and Sponsors

Donations received from private individuals and fundraising sites: £1,139.07

A huge thank you to Safe4 Solutions who has kindly sponsored our app.



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

PayPal Giving Fund

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

browseposter@gmail.com

www.browseposter.co.uk

