

### **Notes from the Chair**

We have continued to improve our new app and increase the database with more plant information, although we would have loved to have had more time to get even more plants, pictures and feeding guides on there.

We do still get requests for our booklets and posters and it is heartwarming to learn just how much people found these products useful. But, as we have explained to those reaching out to us, we are not currently in a position to bring them back.

The challenge that we always faced with the booklets and posters was that it was impossible to keep them up to date as we keep learning new things or discover more literature. We sincerely hope that people will get to love the app just as much as we do despite having to sign up for a subscription.

And unfortunately, it is imperative that the app runs on a subscription as we could simply not run the charity without it. We do not receive any other funding, and even with a sponsorship to cover some of the app hosting costs, we are still not getting much money in at all. And part of our foundation to run this charity is to raise money for wildlife and habitat conservation. You can see more details in our Financial Summary on page 7.

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!





# 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 took care of the original operation from designing the booklets and posters from scratch, researching the contents and taking pictures of plants for the products to processing and sending orders. She continues to promote the app and is from time to time invited to give presentations, workshop and CPD on the subject of browse provision.

#### **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, our 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 is the continuous development 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.



Our only activity this year was at the Keeperfest at Jimmy's Farm in September 2024, where the Chair together with one of the gardening team gave workshops on pruning techniques when cutting browse for feeding.





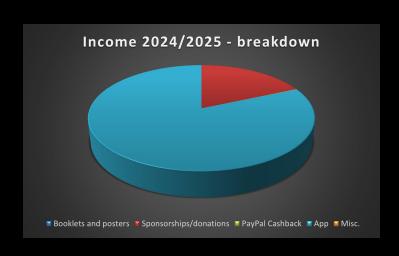


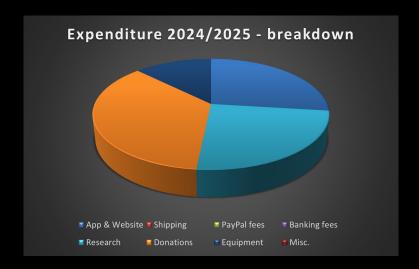
## **Financial Summary**

In the financial year of 2024/2025, no booklets or posters were sold. It is challenging to track the subscriptions as it is a very fluid process with customers signing up for either a month or a year, and some cancels again and replaced by new subscribers.

But at the end of the budget year, we had a total of 219 active subscribers.

Total Income:	£2,901.73			
App subscriptions	£2,364.35			
Other income (donations, shipping covered etc.)	£537.38			
£5,627.84 carried over from the previous year is not included in the figures shown here				





Total Expenditure:	£2,098.71		
Production costs	£1,083.71		
Donations	£750.00		
Other	£265.00		

#### Year on Year Comparison

Total number of booklets sold Total number of posters sold App income	<b>2021/2022</b> 232 16	<b>2022/2023</b> 181 27	2023/2024 109 14 £2,364.35	2024/2025 0 0 £987.12
Total income	£3,838.36	£4,176.67	£4,515.04	£2,901.73
Total expenditures	£3,879.03	£3,731.90	£2,336.54	£2,098.71

## **Donors and Sponsors**

Donations received from private individuals and fundraising sites: £537.67

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 a couple of ways of doing so:





# 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

