

KEEP WILDLIFE TRUSTEES' ANNUAL REPORT IN THE WILD



**BORN
FREE**
FOUNDATION



**THE BORN FREE FOUNDATION LIMITED
TRUSTEES' ANNUAL REPORT
& AUDITED GROUP FINANCIAL STATEMENTS
FOR THE YEAR ENDED 31 MARCH 2013**

Charity Number 1070906 Company Number 3603432

The Born Free Foundation is a
Charitable Company Limited by Guarantee

REFERENCE INFORMATION

Name	The Born Free Foundation Limited
Status	Born Free is a charitable company limited by guarantee. Its governing document is a Memorandum and Articles of Association
Charity Registration Number	1070906
Company Registration Number	3603432
Principal Office and Registered Address	3 Grove House, Foundry Lane, Horsham, West Sussex, RH13 5PL
Website	www.bornfree.org.uk
Trustees	Michael Reyner (Chair) Adam Batty Rosamund Kidman Cox Michael Drake Peter Ellis Virginia McKenna OBE Andrew Newton Jenny Seagrove David Wynne Morgan
Officers	Chief Executive: Will Travers OBE Secretary & Treasurer: Brian Bergin ACIS
Advisers	Auditor: Spofforths LLP, Comewell House, North Street, Horsham, RH12 1RD Bankers: HSBC, 67 West Street, Dorking, Surrey, RH4 1BW Financial: R K Shipman, 1 Barnfield Crescent, Exeter, EX1 1QY Legal: Coole & Haddock, 14 Carfax, Horsham, RH12 1DZ

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CHAIR'S INTRODUCTION

It gives me great pleasure to introduce the charity's Trustees' *Annual Report*, which sets out, for our supporters and the general public, what we have achieved in the past twelve months and our future plans.

It has been another eventful year, with many important developments in our charitable work. The economic environment continued to be very challenging. The impact on us in previous years had not been as great, we suspect, as for other charities but last year we saw a significant fall in our income.

However, we remain in satisfactory shape financially both because of the strenuous efforts of the team to maintain income levels and control expenditure, as well because of the Foundation's policy of holding a strategic reserve to meet contingency needs and our ongoing commitments. We entered the year having built up a useful cushion of reserves, the value of which grew well as a result of our disciplined investment strategy and so helped counteract the effects of the decline in revenues raised during the year. Nevertheless, we have had to take into account economic realities in our planning while maintaining our commitment to our vision and long-standing projects.

The section covering the charity's Strategy and Plans on pages 4 and 5 highlights how we are delivering our charitable objects and our Chief Executive comments in detail on our projects and key achievements on pages 6 to 16 and summarises our animal welfare, conservation and education work.

In many respects, it was an outstanding year for the charity in terms of its campaigning and conservation work. I should like to highlight a number of initiatives that for me demonstrate the range and quality of what we do:

- CITES*: as part of the Species Survival Network (of which our CEO is the President), Born Free helped in March 2013 secure what is widely regarded by many as the most successful CITES Conference for decades. CITES also received widespread media attention.

*Convention on International Trade in Endangered Species

- Dolphin Release: after over 18 months, Born Free spearheaded the successful rehabilitation and release of Tom and Misha into the sea off Turkey in May 2012.
- *EU Zoo Inquiry*: the culmination of over two years' work involving the assessment of 200 zoos in 20 EU Member States, these reports published in April 2012 highlighted the widespread failure across the EU to put in place minimum standards to prevent unnecessary animal suffering in an estimated 3,500 zoos.
- Circus Ban in England: the announcement by the Westminster Government that, by the end of 2015, the use of wild animals in travelling circuses would be prohibited in England, secured success after 16 years of effort.
- Kebri Rescue: the rescue of a young lion from a police station in a remote part of Ethiopia and his transfer to our new rescue centre outside Addis Ababa was a great reminder of Born Free's commitment to the individual animal.
- Tiger Tracks. Born Free's involvement in the successful Tiger Tracks event at St Pancras Station through March 2013 was fundamental to raising both awareness and also very worthwhile funds for our tiger portfolio.
- Pride of Cape Town: this public awareness and fundraising event in South Africa garnered widespread media coverage concerning the plight of wild lions.
- *Born Free*: the award-winning theme song to the classic film *Born Free* was re-released by Brian May and Kerry Ellis with additional lyrics by Don Black and a supporting campaign film by Mike Slee, featuring Virginia McKenna.

More details of these and other projects will be found on subsequent pages but, of course, none of our achievements would have been possible without our loyal and generous supporters and our many sponsors.

As ever, I would like to thank our staff and our excellent volunteers for their continuing hard work and dedication. Will Travers and his senior team – Alison Hood (Programmes Director), Anne Tudor (Marketing Director), Shirley Galligan (PR Director) and Stephen Chandler (Finance Manager) – provide first-class leadership. In addition, we are exceptionally fortunate that we have so many long service employees, and that our new recruits have not only blended in so well but have absorbed the ethos of what I am pleased to say is widely regarded as one of the world's leading wildlife charities.



Michael Reyner, Chair of Trustees

3 September 2013

STRATEGY AND PLANS

The charity's mission is very well described in our formal Objects as set out below:

- To preserve and conserve animal species in their natural habitat on an international basis and to undertake all relevant research activities in connection therewith or ancillary thereto, and to publish the useful results of such research, and to provide relevant educational materials and equipment and other support to communities in areas where preservation and conservation are undertaken
- To prevent all types of cruelty and abuse of animals and wildlife, particularly in zoos and other places where animals are kept in captivity
- To educate the public and to advance the education of natural history, environmental studies, ecology, and resource conservation in industrial, urban, natural and marine environments
- To relieve the suffering of animals of any species which are in need of care and attention and (where appropriate) assist in the provision of improved facilities for the care of animals in captivity

We seek to fulfil our mission in five main ways:

- By conceiving and implementing animal welfare and wildlife conservation projects under our own management
- By supporting such projects managed by other organisations
- By constantly developing our own competencies in animal welfare and wildlife conservation and helping like-minded people to do the same
- By carrying out and financing research to enable us to act as a thought-leader in animal welfare and wildlife conservation to influence public opinion and decision-makers
- By providing educational materials and opportunities for young people and adults in the UK and around the world

In developing these objectives the Trustees have had regard to the Charity Commission's guidance on public benefit.

Our work benefits the many millions of people in the UK and around the world who have a respect for animals in general and wildlife in particular. Through our conservation projects we also benefit the environment which is to everyone's advantage. Our education activities are valued by young people in the UK, and those we undertake in the developing world are of the most direct and practical benefit to young people and their communities. The academic research we sponsor advances our understanding of wildlife and the environment worldwide. The results of our work are freely available to all members of the public via our website and various publications. We also have a large and growing group of active supporters who receive additional communications and play an important role in championing our cause through our Activate programme.

In pursuit of our Objects and in order to deliver our vision we have a well-defined campaign structure refined over the years:

- Marine
- Primate
- Carnivore
- Elephants
- Zoo Check
- Global Initiatives
- Education

STRATEGY AND PLANS

As part of a well-established planning process we identify a number of Key Objectives. Our start point each year is to aim to at least maintain our support for our existing, on-going projects.

Set out below are the outcomes of work on our Key Objectives five of which have been selected from those identified in last year's Report (for the full range of our work see the Review of Activities on pages 6-16):

Objectives	Outcomes
Maintain our portfolio of programmes and projects	We were able to sustain our spend on key projects.
Make an effective contribution to the United Nations 16th CITES Conference	We played a key part in coordinating NGOs via our leadership role of the Species Survival Network.
Complete the incorporation of Born Free Foundation – South Africa	Completed.
Complete and publish all reports for the EU Zoo Enquiry and deal with follow-up	Completed.
Restructure and launch new membership scheme	Completed.

Future Plans

Our Key Objectives for the coming year (2013/14) are set out below:

1. Maintain our portfolio of programmes and projects
2. Mark Born Free Foundation's 30th anniversary with high profile campaigns, events, fund-raising initiatives and media.
3. Take a lead role in tackling organised illegal wildlife trade.
4. Develop and start to implement the public education module at *Ensessekotteh* (Ethiopia).
5. Capacity building within EU Member States with the aim of improving compliance with the EU Zoo Directive

CHIEF EXECUTIVE'S REPORT

Over the last year the Born Free Foundation and its staff have worked relentlessly to deliver our programmatic work and, despite the economic situation, managed to direct more money to projects and programmes than the year before.

I believe that with the very significant effort that has been put in on membership and supporter restructuring and the plans to revise and upgrade our e-commerce platform for 2013/14, we shall reap the benefits and see positive economic progress as well as being able to meet all our key obligations to the animals, environments and communities that we serve.

Our Chairman, Michael Reyner, has already mentioned some of our annual highlights in his Introduction but, in a global sense, perhaps one of the most important developments in the last year has been a recognition that international organised wildlife crime not only threatens the lives and survival of iconic species such as elephants, rhinos, tigers, lions, great apes and more, but undermines the viability of environments that wildlife and communities rely on. It also fuels the activities of militant organisations which prosecute campaigns of terror and intimidation that destabilise countries, regions and, indeed, the world as a whole.

These challenges, and how we, as a global community, respond to them, will be a test of our resolve and determination to ensure the survival of the natural world.

I would like to thank the Born Free team, each and every one of them, whether in the UK, Kenya, South Africa, Ethiopia, Sri Lanka or the USA, for their single-minded passion to succeed. We all know that we are on a journey. We know what our destination is - a better world for wild animals and people - and we are committed to getting there in the most compassionate way possible.



Will Travers, Chief Executive

Photo © M Daines



Will Travers OBE
Chief Executive
Born Free Foundation

Zoo Check

Zoo Check, and its central message, remains at the core of Born Free.

The Programme

- Promotes Born Free's core aim to keep wildlife in the wild
- Challenges the multi-billion pound global zoo industry
- Investigates neglect and cruelty, and exposes suffering and exploitation
- Campaigns for tighter animal welfare legislation
- Responds to public concerns about captive wild animals
- Engages the travel industry with the aim of phasing-out bad practice within animal related attractions



Photo © BFF

Annual Highlights

- Partnered on a successful campaign to ban the construction of dolphinariums in India in conjunction with the Federation of Indian Animal Protection Organisations, culminating in a Ministerial decree that will ensure that India remains free of captive cetaceans in the future.

CHIEF EXECUTIVE'S REPORT

- Publication of peer-reviewed research paper in the journal *Animals* on the assessment of animal welfare in British zoos by Government-appointed inspectors based on inspections of 192 zoos.
- Secured a Government commitment to ban wild animals in travelling circuses in England, scheduled for 2015. Met with stakeholders and Ministers in Scotland and Northern Ireland in order to push for a similar ban in these countries.
- Responded to public reports concerning wild animals in captivity which have continued to flood in during 2012-13 with emphasis on countries such as Mexico, where the exploitation of animals as photographic props is rife.
- Born Free's *EU Zoo Inquiry 'Report Findings and Recommendations'*, which consolidated and analysed the findings from 20 individual country investigations into zoo regulation, was published in April 2012. The Report's launch took place at the European Parliament and was attended by Members of the European Parliament, European Commission and country government representatives, as part of a week-long EXPO exposing poor standards in European zoos. As a result, the EU Commission has called for tenders concerning the development of an EU-wide guide on zoo regulation.
- Born Free was commissioned by ABTA, the Travel Association, to develop a guidance document to establish and uphold minimum animal welfare standards by the global tourism industry. *'The Global Welfare Guidance for Animals in Tourism'* consists of a set of minimum requirements, applicable to all attractions and excursions involving animals, and six best practice manuals. The work was completed in February 2013, but the Guidance was not officially published until June 2013.
- Following three years of lobbying at the European Parliament, 'wild animals in captivity' were officially recognised as a component of the EU Strategy for the Welfare and Protection of Animals, 2012 to 2015, which establishes a legal basis for improved standards in animal care.
- Took a significant role in an initiative aimed at raising awareness about the animal welfare and public health implications related to the trade in and keeping of exotic 'pets' in the EU. Our report with ENDCAP*, *'Wild Pets in the EU'* was launched at the European Parliament in October 2012, the day before an international conference on the topic, hosted by the Cyprus Presidency and the Federation of Veterinarians of Europe.

*European alliance to END keeping wild animals in CAPtivity, founded by Born Free

"The campaign to ban wild animals in travelling circuses in the UK continues to be an unnecessarily and frustrating process. In the discussions in the run up to the Animal Welfare Act in 2005, no-one could have anticipated we would still be having these debates in 2013 and beyond. Just when we think we are making progress, such as securing a commitment from the Government to introduce a ban on the use of wild animals in travelling circuses in England by 2015 on ethical grounds, another obstacle appears in the form of an EFRA¹ Committee recommendation that such a ban would go "too far". In common with our longstanding campaign partners at the RSPCA², British Veterinary Association and CAPS³, we won't stop until there is a ban on all wild animals in travelling circuses across the UK – but it looks like it's going to take a lot longer than we first thought."

Chris Draper, Programme Manager, Captive Wild Animals/Science

¹Environment, Food and Rural Affairs

²Royal Society for the Prevention of Cruelty to Animals

³Captive Animals Protection Society

Carnivore Programme

Big Cat Projects

These projects combine conservation initiatives, trade investigations and individual animal rescue and care.

The Project

- Rescues big cats from appalling captive conditions
- Supports big cat conservation in the wild
- Develops humane solutions to mitigate human/big cat conflict
- Responds to public concerns about wild big cats
- Investigates the trade in big cats and their parts



Photo © S. Brend/8FF

CHIEF EXECUTIVE'S REPORT

Annual Highlights

- Lion Conservation: Lion meat continues to appear on restaurant menus across America and Born Free USA has been speaking out, including on national television's Inside Edition. See Born Free USA section.
 - In partnership with the University of Oxford and Leo Foundation, Born Free has appointed Dr Hans Bauer to coordinate conservation initiatives to protect the last remaining populations of lions in West and Central Africa. National Action Plans are now in place in Benin, Cameroon and Senegal and provide a clear framework to catalyse the limited funding and human resources available in the region for carnivore conservation.
 - The Lion-Proof Boma building project continues in Kenya helping mitigate conflict between predators, including lions, and livestock owners (see Born Free Kenya)
 - Satpuda Landscape Tiger Programme (SLTP) is an initiative established by Born Free in 2004 to protect tigers and their habitat in the Satpuda's of central India, the country's largest block of continuous tiger range. The SLTP brings together several local partners and delivers a portfolio of grass-roots conservation activities. The Annual SLTP Seminar organised by Born Free involves partners, government officers and invited guests and examines efficient conservation practices in the region. A joint fund raising initiative with Saving Wild Tigers and EIA* has enabled Born Free to invite new organisations and individuals to the SLTP network and fund several exciting new projects.
- *Environmental Investigation Agency
- Big Cat Rescue: Born Free continued to provide care for the many big cats that have been rescued from bad captive conditions over the years. Along with our activities in Ethiopia to rescue cheetahs, but also servals and caracals, this includes ten lions and six leopards at Shamwari in South Africa; two tigers at Bannerghatta in India and one lion at Lilongwe in Malawi.

"Large carnivores are increasingly under threat from habitat loss and ensuing conflict with human interests. A burgeoning demand for body parts makes lions, tigers, bears and wolves a target of poachers seeking a quick profit from illegal markets, and thousands of animals die horrible deaths. Both conflict and illegal trade result in unnecessary animal suffering, and blur the distinction between animal conservation and welfare. Born Free is unique in that sense since, through its compassionate conservation approach, it seeks to protect populations of threatened carnivores while taking into account the suffering of many individual animals unwittingly caught up in the fray."

Professor Claudio Sillero, Head of Conservation

The Ethiopian Wolf Conservation Programme (Project)

The project, supported by Born Free for nearly 20 years, helps protect what many regard as the world's rarest canid, together with the environment it inhabits, one of Ethiopia's main water catchment areas.

The Project

- Protects the rare and threatened Ethiopian wolf throughout the Afroalpine highlands of Ethiopia
- Builds capacity to strengthen wildlife conservation and protected areas in Ethiopia
- Implements domestic dog vaccination campaigns to reduce the risk of rabies being transmitted to their wild relatives
- Campaigns to educate younger generations and thereby encourage them to value and protect Afroalpine biodiversity



Photo © M. Harvey

Annual Highlights

- EWCP has renewed its five-year agreement with the Ethiopian government, paving the way to implement the National Action Plan for Ethiopia Wolf Conservation.
- Activities in North Ethiopia have intensified and an EWCP office has been opened in Bahir Dar, strengthening the partnership with the regional government.

CHIEF EXECUTIVE'S REPORT

- Wolf Ambassadors have been selected and trained in North Ethiopia and the Arsi Mountains.
- A training workshop was held in Bale to test and improve a new paper-less system to monitor wildlife and threats using hand-held devices and an Android app.
- A field trial of an oral vaccine to protect wolves from rabies has delivered positive results and will hopefully lead to a proactive approach to protecting these precious animals

"The highlands of Ethiopia are one of the most densely populated areas in the world, and largely as a result of thousands of years of agriculture only a handful of Afroalpine enclaves remain. Protecting the last remaining Ethiopian wolves in a sea of agriculture is not easy, but EWCP counts on the support of its 'Wolf Ambassadors'. Locally recruited and of high standing in the community, the ambassadors promote the plight of the wolves and good conservation practices, while providing a rapid alert system that enables EWCP, supported by Born Free, to react to emerging threats."

Jorgelina Marino, EWCP Ecologist

Bear Programme

The Programme

- Supports the conservation of bear species in the wild
- Supports the care of rescued bears in sanctuaries

Annual Highlights

- **Animals Asia:** Born Free continued to support the vital rescue and care work of Animals Asia in China and Vietnam where they have established specialist sanctuaries for bears rescued from the bear bile trade.
- **Polar Bear Conservation:** Born Free supported the important conservation work being undertaken by Dr Gregory Thiemann which aims to develop a recovery strategy for wild polar bears in the Canadian province of Ontario.

"I am very pleased that Born Free continues to support the exceptional work of Animals Asia. Having visited their Sanctuaries in China and Vietnam, and also bear 'farms' in Vietnam, I can personally confirm that the lives of these innocent, tortured animals are transformed once they reach the Sanctuaries and are in the care of the devoted and experienced staff. Of course, we are against the hunting of all wild bears and the cruel exploitation of Asiatic black bears in tiny barred cages. Whether or not bear bile has any medicinal uses, to obtain it by causing endless suffering and pain in hideous captive conditions should never be allowed."

Virginia McKenna OBE, Hon Dr of Science and Born Free Foundation co-founder

Elephant Programme

Wild elephant protection was the first species-specific conservation work undertaken by Born Free in 1989 and it continues to be a main focus for the organisation.

The Programme

- Protects wild elephants and their habitat
- Fights the brutal ivory trade
- Helps care for rescued elephants
- Responds to public concerns about wild elephants

Annual Highlights

- **African Elephant Protection:** In response to escalating and alarming levels of elephant poaching in Africa, Born Free has extended its elephant protection activities. This year, together with readers of the *Sunday Mirror*, we have provided support to rangers in Park W, Burkina Faso. These brave rangers are on the frontline of the war to protect elephants in Africa, where both rangers and elephants are regularly being killed by ruthless criminal gangs. Born Free has provided equipment and resources to support these rangers in their crucial work.



Photo © A Walk



Photo © G Logan

CHIEF EXECUTIVE'S REPORT

Born Free believes that implementation of the African Elephant Action Plan, a document endorsed by all 38 elephant range States, is the only way to ensure the long-term survival of many African elephant populations. Countries such as Sierra Leone, Senegal and Togo have only tiny populations of elephants remaining. Whole populations can be wiped out in a very short space of time (such as the massacre in Bouba N'djida National Park in Cameroon, where last year more than 80% of the elephants were poached in the space of two weeks). Half of the operations carried out in Cameroon by Born Free's partner organisation, LAGA*, between January and June 2013 involved networks dealing in ivory with 38% being linked to international trafficking.

*Last Great Ape Organisation

At the CITES meeting in Bangkok (March 2013), Born Free supported the adoption of a new Resolution, which directed stakeholders to provide funding for the African Elephant Action Plan - we remain hopeful that this will become a reality before it is too late.

Good news is hard to find in the midst of this poaching crisis, however, for the world-famous cave-dwelling population of elephants on Mount Elgon (Kenya), the news certainly is more positive. The Elgon elephants are mercifully not suffering from extensive poaching, thanks, in part, to a long-term programme of support from Born Free, in collaboration with the Kenya Wildlife Service.

- Asian Elephant Protection: Born Free's trial of elephant resistant crops in Sri Lanka as a means of reducing conflict between farmers and elephants continues, with the first phase complete and under review. Initial indications suggest that this technique could contribute to a model strategy for successful mitigation of the conflict which currently results in over 200 elephant deaths per year. Through Born Free, two orphaned elephants were fostered at the Elephant Transit Home also in Sri Lanka. In addition, we provided input into the design overhaul of the feeding area, resulting in a much-improved procedure and we began funding night carers to supervise free-ranging orphans between the last and first feeding times, thus eliminating the previous practice of night-time tethering.

"There is no doubt in my mind that if we cannot save elephants, then we cannot save anything. Protection of this unique and magnificent species is not an option. It is critical that all of us step up, go that extra mile, make sacrifices and secure the future for elephants as a matter of urgency. Born Free has committed itself to this - we must urge others to follow suit."
Shelley Waterland, Programmes Manager, Wildlife Trade

Primate Programme

The Programme

- Investigates and campaigns against the illegal bushmeat trade
- Funds sanctuaries for rescued great apes and monkeys
- Supports rehabilitation and release programmes for rescued primates
- Supports primate habitat protection, for example Eastern Lowland gorilla conservation in Kahuzi-Biega National Park, Democratic Republic of Congo
- Responds to public concerns about wild primates



Photo © G. Logan

Annual Highlights

- Last Great Ape Organisation (LAGA) network: Born Free secured funds from the Body Shop as well as the Rufford Foundation to support the work of LAGA. In September 2012 alone LAGA operations resulted in the exposure of a network of five traffickers in Djoum South, the arrest of two other dealers, and the sentencing of five more in the South and West Regions. Between March 2012 and March 2013 LAGA operations have resulted in one arrest every 7.5 days. Ofir Drori, Founder of LAGA, was awarded the prestigious Duke of Edinburgh Conservation Medal (recognising our generation's great wildlife conservation heroes) in November 2012: <http://bit.ly/chimpduke>
- Bonobo Rescue: Born Free provided support for the confiscation and care of an orphaned infant bonobo in the Democratic Republic of Congo. Discovered in DRC during an investigation carried out by our senior consultant Ian

CHIEF EXECUTIVE'S REPORT

Redmond in January 2013, Mireille, from the Kikwit region, was being kept as a 'pet'. Confiscated by the authorities and transported to Lola Ya Bonobo sanctuary, her story reinforces the findings of a UNEP-GRASP* report on the ape trade, showing that there is still both a serious supply and a demand for baby apes.

*United Nations Environment Programme-Great Ape Survival Programme

- Kahuzi-Biega National Park DRC: Born Free has committed to continued funding, focussing on high altitude gorilla monitoring/identification and health screening.
- Zambia Primate Project (ZPP): Born Free continued to support and work with ZPP rescuing individual baboons and vervet monkeys from illegal trade and preparing them for release back to the wild. The project also operates an informer network and carries out anti-poaching activities.
- Primate Society of Great Britain: In March 2013 Born Free's annual small grant of £1,000 was awarded to the Primate Education Network (PEN). These funds will allow Regional Coordinators in Latin America, Africa, and Asia to promote greater communication and collaboration between groups and individuals working to conserve primates through education.

"Primates are in danger, with more than half the species and sub-species listed as threatened. Hunting for bushmeat and the pet trade, together with destruction of their habitat, are the leading threats, and Born Free is active on all fronts. Through SSN¹, support is given to improve the implementation of CITES² by funding anti-poaching and law enforcement. Born Free saves lives; and our support for primate sanctuaries and reintroduction programmes allows individuals to be returned to the wild, where possible. Primates are keystone species in their habitat, and Born Free's approach is to care for the individual while saving the species and its habitat for the good of all."

Ian Redmond OBE, Born Free's Senior Wildlife Consultant and Ambassador for the UN Convention on Migratory Species.

¹Species Survival Network

²Convention on International Trade in Endangered Species

Marine Programme

The Programme

- Funds the conservation of marine turtles, dugongs, sharks and dolphins
- Educates people about the conservation and protection of marine species and the environment
- Responds to public concerns about wild marine species

Annual Highlights

- Back to the Blue: On 9th May 2012, captive dolphins Tom and Misha, who were rescued by Born Free with the help of Dolphin Angels from a filthy and crumbling concrete pool in Turkey, were released back to the wild following a 20 month-long rehabilitation programme. A post release monitoring programme determined their rehabilitation and release to have been a success with Misha's satellite tag transmitting his movements until 29th November and Tom's until 14th October.
- Sea Sense: Born Free has continued its support, helping Sea Sense to monitor and record 382 green turtle nests, 305 of which hatched successfully enabling 29,757 sea turtle hatchlings to safely reach the sea in 2012. Sea Sense provided training to 17 tour guides and boat operators involved in whale shark excursions in Mafia Island to address concerns about poor tourism practices. Sea Sense held a workshop for over 30 District Councillors and Ward Executive Officers in Mafia District to elicit support for improved protection of marine resources in Mafia. A Theatre for Development project conducted by Sea Sense in November 2012 in Kipumbwi village, Pangani District, had a lasting impact on the community, resulting in villagers deciding to hold weekly village clean-ups
- ProFauna Indonesia: This year, in addition to funding the operations of the organisation's Bali office, Born Free also supported the initial stage of a new sea turtle field project focussing on equipping a local community with the skills and support necessary to develop a sustainable and successful conservation programme. On-going activities conducted by the office include an education programme, campaigning for an end to illegal wildlife trade and improving the government's response to wildlife trafficking.



Photo © J Foster

CHIEF EXECUTIVE'S REPORT

"The eventual release of dolphins Tom and Misha back to the wild in May 2012 marked a triumphant moment for this incredibly challenging, yet rewarding project. With a successful post-release monitoring programme, this project is one of the most comprehensive and well-documented dolphin release programmes ever and confirms that captive dolphins can be freed from their concrete pools and returned home to the oceans."

Alison Hood, Director of Rescue and Care

Global Initiative and Education Programme

The Programme

- Seeks to respond to emergency situations around the world
- Works on one-off projects
- Includes Born Free's participation in international multi-species coalitions such as the Species Survival Network (SSN), of which Born Free is a founding member and Board Chair.
- Supports schools and communities close to Born Free-funded projects (Global Friends)

Annual Highlights

- SSN: The most recent CITES* meeting in Bangkok (March 2013) resulted in positive (and in some cases ground-breaking) outcomes for a variety of species. The Species Survival Network's team of experts successfully lobbied for increased protection from international trade for (among others) oceanic white tip sharks, three species of hammer head sharks, manta rays, rosewood, East African sandalwood and West African manatee. There were also some positive decisions made for rhino, cheetah, elephant and tigers. Sadly, however, some species were less successful and failed to gain much-needed increased protection from CITES – such as polar bears (which are traded as hunting trophies).
- *Convention on International Trade in Endangered Species
- People and Wildlife: Born Free accredited the Lilongwe Wildlife Centre (LWC) as the world's first People and Wildlife Centre. This reflected their excellence in animal rescue and care, community support and financial stability. Born Free helped to develop this initiative for sanctuary development five years ago, with LWC as the pilot project.
- Activate: The Activate letter-writing team had over 1,200 supporters in March 2013 and continues to grow. Their efforts helped with two successful international campaigns last year: persuading KFC UK and Ireland to source packaging from sustainable sources (not rainforests), and preventing the eviction of the Animals Asia sanctuary (its 104 rescued bears) from Vietnam.
- Born Free's Compassionate Conservation initiative: This continues to develop, with a successful symposium on the subject at an international conservation biology conference, a peer-reviewed publication in a high-profile academic journal and the establishment of the Compassionate Conservation Virginia McKenna Award. 'Compassionate Conservation' is protected by trademark.
- Global Friends: Born Free continued to support conservation through community development. Ol Moti and Lenksem primary schools in Kenya have seen enrolment double since Born Free stated its support and they are now achieving high performance in National exams and promoting environmental and conservation awareness amongst their pupils. Born Free coordinated a short story competition as part of an environmental awareness programme focussing on local conservation issues at Rathambalagama School in Sri Lanka, attended by many children of farmers participating in Born Free's elephant resistant crop project. Born Free also supported extra classes and structural renovations at the school.

"Without respect and concern for the wild environment and the wild creatures that live there, the future for all living things becomes increasingly in doubt. Involving local people and ensuring that they too benefit from wildlife conservation, as well as understand the need for environmental protection, is essential".

Virginia McKenna OBE, Hon Dr of Science and Born Free Co-founder

CHIEF EXECUTIVE'S REPORT

Other 2012/13 Highlights

Born Free USA

Born Free USA (BF USA) is a registered charity in the state of California with offices in Washington, DC, Chicago and Toronto, Canada. BF USA also owns and operates a 186-acre primate sanctuary in Texas where more than 600 animals rescued from laboratories, zoos, and the pet trade, are given as naturalistic a home as possible.

This year, BF USA staff moved its compassionate agenda forward on a number of fronts:

- Lion meat continues to appear on restaurant menus across America and BF USA has been speaking out, including on national TV on the programme *Inside Edition*. Legislation banning lion meat trade in Illinois, the state where lions are slaughtered for meat and the product processed, has been stalled for the moment and the hope is that action could come in November 2013. National legislation is being prepared for introduction in the US Congress that would ban the interstate movement of lion meat nationwide.
- BF USA has been pushing a variety of humane and conservation legislation in state governments and the US Congress. In California, a bill to prohibit some of the most egregious forms of wildlife killing during the practice of fur trapping has moved almost completely through the legislative process, and another to prohibit the sale of live wild animals at flea markets has progressed as well. Bills to stop the commercialisation of shark fins have been introduced across the country, and one was recently signed into law in New York. In the US Congress, we have been working on bills to stop the trade in primates as pets (the Captive Primate Safety Act) and the possession and breeding of big cats (the Big Cats and Public Safety Protection Act).
- A number of new rescues have arrived at the Primate Sanctuary in Texas including Elvis, a small baboon that was previously held as a pet.
- In joint operation with BFF, we played a significant role in the exciting successes at the 16th Meeting of the Conference of the Parties to the Convention on International Trade in Endangered Species (CITES), leading the SSN daily press operation and working on a variety of issues from elephant conservation to lion and cheetah trade. Work has already begun to prepare for the next meeting in South Africa in 2016.

"More and more we are finding out that the American public fully embraces Born Free's call for compassionate conservation. From stopping the slaughter of elephants for their ivory to rejecting their incarceration in zoos and circuses; from preventing lions being killed for meat to their listing on the Endangered Species Act; this year, we have set the stage for substantial progress in our work to protect animals wherever they are in need."

Adam M Roberts, Executive Vice President, Born Free USA

Born Free Kenya

Born Free Kenya is a registered branch of the Born Free Foundation, headquartered in Nairobi with a staff of eight. Born Free Kenya has continued with its important work to protect wildlife and support communities in Kenya.

Highlights include:

- Lion Conservation: the lion-proof boma programme has continued to grow from strength to strength. The Born Free Kenya team have constructed 127 bomas to date (across Amboseli, Tsavo, Chyulu and Samburu), and their success is encouraging increasing numbers of communities to request bomas in their areas. The lion-proof boma programme now operates on a system of cost-share, whereby members of the community contribute a proportion of the cost of the boma themselves. This encourages greater community ownership of the bomas and also means that available resources for bomas can be spread over a greater number of people.
- Outreach and de-snaring: 394 animal snares were recovered during de-snaring exercises in Naivasha and Machakos by Born Free Kenya and Wildlife Clubs of Kenya volunteers. An estimated 29,000 people also participated in Born Free's community outreach exercises. In addition, eight zebras, one wildebeest and three impala were rescued from snares, treated by the KWS veterinary unit and released.
- Other highlights: Lenkischem secondary School, established through Born Free Kenya's Global Friends programme in 2009, is becoming a fully-fledged school after the installation of a kitchen, a classroom, a science laboratory and boarding facilities.

CHIEF EXECUTIVE'S REPORT

"We can be rightly proud of the achievements we have made in Kenya over the years. For example, we are a leading force in promoting practical methods to reduce human-predator conflict, we have saved numerous animals literally from the 'jaws of death' through our de-snaring work and Born Free is a trusted partner of the Kenyan Wildlife Service. As we approach our 30th year, we should reflect on past successes, gear-up to face escalating wildlife threats and also have the opportunity to harness the benefits of new corporate partnerships in order to be even more effective in keeping more wildlife in the wild"

Aaron Nicholas, Programme Manager, Conservation

Born Free Ethiopia

Born Free Foundation Ethiopia (BFFE) is a registered not-for-profit in Ethiopia and is a branch of Born Free Foundation. It is headquartered in Addis Ababa. In 2012, BFFE made solid progress towards the achievement of its objectives.

- Assisted the Ethiopian Wildlife Conservation Authority (EWCA), our federal partners, with the rescue and relocation of 20 animals from 12 different species, including a lion cub and five cheetahs.
- Constructed three new enclosures and other animal care facilities at the *Ensessakotteh* site.
- Continued to document and inventory wildlife occurring naturally at *Ensessakotteh*.
- Substantial areas of *Ensessakotteh* cleared of the invasive tree *Acacia mearnsii* (Australian Black Wattle) and native trees planted.
- First aid, fire-fighting and patrol training conducted for BFFE security staff.
- On behalf of EWCA, BFFE hosted the launch of the National Action Plans for the conservation of Lions, Cheetahs and Wild Dogs and the Ethiopian Wolf.
- Site selection criteria developed for the rehabilitation of cheetahs, and three potential release sites surveyed.
- Rehabilitation and Release protocols for gelada baboons (*Theropithecus gelada*) developed in conjunction with EWCA.
- Three geladas returned to the wild at Debre Libanos, in accordance with the agreed protocols.

"Born Free Foundation has been making significant contribution in the area of wildlife conservation, environment protection and creating job opportunity for the youth in our area. And we are very proud and grateful about your contributions thus far."

Baayisa Iddeechaa, Chairman of Sadamo Kebele (Local Government District)

Marketing

The core objective of the Marketing Department is to undertake effective, high-profile and successful marketing related activities to provide funding and awareness to the Foundation in order to meet programme and operational needs.

Annual highlights

- Announcement of worldwide fundraising and awareness partnership with Kenya Airways.
- Confirmed as global conservation partner by Land Rover.
- Maintained and developed relationships with many corporate partners notably Thomson Airways, Kuoni, Redbush Tea, Medina Palms, Animal Friends Insurance, Catherine Best's 'moon-sign' jewellery.
- Expanded tiger coalition partnership with 'Save Wild Tigers' including the world's biggest tiger event and gala at London's St Pancras station.
- Expanded relationship and support of Global Plantations including major fundraising dinner at Goodwood House.
- Continued relationship with Wild in Art projects in Northampton, Norwich and Pride of Cape Town.
- Building on relationship with Brian May and Kerry Ellis via Born Free tours, single and video and subsequent appearances and fundraising.
- Increased number of Born Free events and individual fundraising initiatives and revamped fundraising kit.
- Increased outreach via electronic media, web and social sites.
- Designed, produced and launched *EU Zoo Inquiry* reports.
- Refined database management and streamlining our ability to service our supporters.
- Expanded supporter base and subsequent income via appeals etc.

CHIEF EXECUTIVE'S REPORT

- Evolved adoption packages and merchandise offerings especially at Christmas.
- Maintained a productive and effective marketing mix (corporate, events, design and literature, merchandise, legacy, membership, etc).

"The range and depth of support from existing and new partners and supporters has seen a continued growth during the year, confirming and reinforcing our position in the marketplace and our attractive profile."

Anne Tudor, Marketing Director

Public Relations

Our core objective is to maintain and build on the charity's global media platform and its reputation and status as a leader in the field of animal welfare and conservation. Born Free's PR Department provides PR promotion and support for the charity's campaigns as well as initiating PR driven exposure for the Foundation and its philosophies in both a proactive and reactive way.

Support for our campaigns

- The release of the Born Free dolphins, Tom and Misha was a worldwide good news story, covered by a number of broadcasters including CNN and ITV. The story of Tom and Misha made headline news and gained extensive coverage in the printed media and the story maintained a high profile in the media throughout the two year campaign.
- The release of the *EU Zoo Inquiry* reports received much press attention and the plight of Europe's zoo animals was reported widely through major European titles, including the *Daily Mail* in the UK. CNN hosted a studio debate with Will Travers.
- The decision made by the government to end the use of wild animals in travelling circuses in England was thoroughly reported in the *Independent on Sunday*.
- Born Free's rescued lions continue to be supported by the British media. There was a major two-page spread in the *Sunday People* and *Mirror* newspapers on Brutus and Marina the lions at our sanctuary in Shamwari, South Africa, plus a fund-raising campaign was launched to support the rescue of the Ethiopian lion cub, Kebri.
- The plight of the pygmy elephants that were poisoned in Borneo was featured as a double page spread in the *Daily Mail* and included comment from Will Travers and with subsequent interviews on BBC Radio 5 Live and BBC Scotland.
- Born Free's campaign on the ivory trade continues to make international headline news and has been featured extensively with notable articles in *The Times*, the *Guardian* and the *Express* and broadcast news on the BBC, CNN, Sky News and Radio 5 Live, amongst others..
- Working with the *Sunday Mirror*, the PR Department redeployed funds from the 'Anne the Elephant Appeal' to support elephant protection in collaboration with the Wildlife Department of Burkina Faso.

Supporting Fundraising Activities

- Pride of Cape Town has been a major promotion over the last two years. The project was launched and supported by luminaries from the rock world and stage. This year Brian May and Kerry Ellis did a number of high profile TV and radio interviews and a special PA in Cape Town where the platinum-selling Parlotones performed live. Virginia McKenna gave her support throughout and attended the final auction. The media coverage was extensive, ranging from glossy magazines and inflight travel publications to national press/radio and TV.
- There was a successful media launch for the MOON-SIGNS Jewellery collection at Morton's in London. Amanda Holden brought cache to the look in an exclusive photo shoot that was widely picked up and reported in the printed and online media. Coverage included the *Financial Times*, *Hello Magazine* (plus reader offer), the *Express* and others.
- Roary/WildcreW visited CBBC presenter Chris Jarvis and Pui Roadshow in Dorking and Horsham, receiving substantial local coverage from the event.
- Born Free Patron Amanda Holden facilitated a meeting with Gary Barlow for a £50,000 donation from Animal Friends – the meeting took place at the Graham Norton Show to which special VIP access was given.

CHIEF EXECUTIVE'S REPORT

- Tiger Tracks took place, orchestrated by Simon Clinton (Save Wild Tigers) and supported by Born Free and EIA. Born Free took a leading role in promoting the event, including a live PA at St Pancras Station with Brian May and Kerry Ellis, which was covered by *London Tonight*, the *Evening Standard*, Magic FM, *OK Magazine* and *The Times*.

Maintaining Born Free's Profile

- Acclaimed BBC documentary series *Indian Ocean* with Simon Reeve, filmed at the Born Free-sponsored Elephant Transit Home in Sri Lanka.
- The announcement of Will Travers OBE was covered by the BBC and local media
- Virginia McKenna received an Honorary Doctorate at Nottingham Trent University which was reported in the media.
- Charley Boorman's trip to Shamwari was featured in the Channel 5 *Extreme Frontiers* programme.
- Brian May and Kerry Ellis took to the road with the UK 'Born Free' tour and single release. This got widespread exposure in the music press/National TV and News radio stations including BBC Radio 2 '*Chris Evans Show*'. To tie in with all the media excitement, the 'Freddie Mercury lion' took to the streets of London during the Olympics en route to Cape Town.
- Vic Reeves took part in ITV1's Celebrity '*Who Wants to be a Millionaire*', in aid of Born Free. Vic and his wife Nancy Sorrel reached £75,000 of which £18,000 was donated to Born Free
- Tamara Ecclestone made a special VIP visit to the Born Free's rescue centre in Ethiopia with extensive and exclusive coverage in *Hello Magazine*.
- Helen Worth was a guest on the ITV '*Daybreak*' programme and spoke at length about her work with Born Free.
- Major build up to the ITV 'British Animal Honours'

"Born Free has succeeded in delivering a diverse portfolio of major news stories and projects that have made headlines nationally and internationally. It has been an action-packed year for the PR Department as we continue to accelerate the exposure to Born Free's work around the world. As always, our thanks to our media partners and celebrity patrons for their invaluable support."

Shirley Galligan, PR Director

GOVERNANCE

Status and Objects

The charity is a company limited by guarantee. Our governing document is the Memorandum & Articles of Association, which dates from 1998. Our formal Objects are set out in the section on Strategy & Plans on page 4.

Governing Body and Structure

Our governing body is a Board of Directors. The Directors are the Trustees of the charity. As at 31 March 2013 there were nine members.

We have evolved our structure over the years to cope with the increasing complexity of our activities and the steady increase in legislation and regulation. Although most business is dealt with at quarterly meetings we have a Finance & General Purposes Committee and we use ad hoc working groups, for example on risk management, who progress specific issues and report back to the Board. It is the Trustees intention to set up a Remuneration Committee which is to start work after the June 2013 meeting.

We have two overseas branches – in Ethiopia and Kenya - and two subsidiaries – Born Free Trading Ltd, Born Free Films Ltd (which is dormant). It was decided to sponsor the formation of a charitable, non-profit company in South Africa as a focus for our activities there, which include Shamwari (see the CEO's Report). It will be treated as a subsidiary of the charity.

We have a well-established annual planning and budgeting process that covers the charity and its subsidiaries and Branches.

Decision making

The Board formally set out how it saw its role some years ago and has subsequently periodically reviewed the position. We regularly monitor how we are performing our duties and during the year we carried out a full review of our effectiveness as a Board, drawing on best practise in the voluntary and corporate sectors. A number of small but useful, practical matters were identified that it was felt would improve how we work, and these have been put into effect.

We continue to see our prime function as to ensure the good governance of the charity and to this end we focus on matters of policy and general strategy, the approval of plans, the monitoring of progress with charitable projects, financial control and investments.

Operational responsibility is delegated to the Chief Executive Officer. The Board is assisted by a Secretary who advises us on governance generally and also acts as Treasurer in monitoring financial matters on our behalf.

The Board receives two formal reports in advance of its meetings – a Quarterly Report that deals with charitable projects and operational matters and a Treasurer's Report that covers financial and related matters.

Trustees

There were no changes during the year. When we recruit we follow a well-established practise. We carry out a skills audit to identify the qualities sought in potential candidates and a trustees' working group manages the appointment process, reporting to the full Board. We provided the new trustees with structured induction that included comprehensive documentation, individual briefings and the opportunity to visit our offices to meet staff.

Risk Management

Our philosophy on risk management is well-established and has been steadily refined. A Risks Register is maintained. The assessment of risks on the register is documented and rated in terms of the likelihood of occurrence and the potential impact. The whole situation is reviewed annually. We can confirm that the major risks to which the charity is exposed as identified by the Trustees have been reviewed and systems have been established to mitigate those risks.

Reserves

We comment on this matter in our Financial Review.

GOVERNANCE

Investments

Our portfolio has performed satisfactorily, given our particular ethical requirements and the general state of markets around the world. We continued with our two fund managers - Quilter who focus on UK equities and worldwide fixed interest and Charles Stanley who manage a portfolio of non UK equities. Both provide us with regular written reports and meet with the F&GP Committee.

Grants

Born Free made grants to organisations who share the aims and values of the charity. Organisations seeking grants provide documentation outlining how the grant will be spent. The expenditure is regularly reviewed by Foundation staff.

Disclosure of Information to Auditors

So far as each Director at the date of approval is aware:

- there is no relevant audit information of which the company's auditors are unaware; and
- the Board of Directors have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information

FINANCIAL REVIEW

This was a difficult year for us financially.

Income & Fundraising

Our total Income fell to just over £2.7m which was almost 15% lower than last year.

We saw serious reductions in legacy income and in income from events and other fundraising activities. However, our strategy to seek as much diversification in our income streams as possible, so that we are not over reliant on any one aspect, continued to serve us well. The results of this approach will be seen in the Accounts on page 22.

Our trading subsidiary, which provides a vehicle for related commercial activity such as merchandise sales, again contributed well with a donation of £18,000 from its profits.

Apart from Gift Aid the charity receives no government funding.

Charitable Expenditure

Although our income was lower than last year we maintained our expenditure at a very similar level by drawing against our Reserves. Indeed, expenditure on charitable activities rose by over 10% to almost £2.5m. The breakdown by project is set out in the Accounts on page 22 and details of projects themselves are in the CEO's Report section.

Our policy continues to be to give priority to maintaining support for core projects and, where we can, to achieve a continuing, steady increase in spending, subject to maintaining reserves adequate to under-pin our long term commitments.

Reserves

Our policy remains unchanged - that is, having regard to our significant long term obligations (eg for animals in sanctuaries), that we should maintain our reserves of about £4m in real terms (based on September 2010).

However, despite the capital gains on our investments (see below) we saw a significant fall to £3.7m because we prioritised maintaining project expenditure.

Investments

During the year we received income of £93,256 much the same as last year. Our investments increased in value by £323,717, all of which was unrealised, to just over £2.5m.

In monitoring the performance of our appointed fund managers we use individual benchmarks, reflecting our asset allocation policy.

As we have very specific constraints regarding ethical investments we accept that sometimes we may sacrifice the possibility of gains (for example we will not invest in businesses that test their products on animals, such as cigarette manufacturers, or cause significant environmental damage, such as mining companies), so our core aim is to achieve a better return than we could through simply using cash deposits. We received reports from the ethical analysts we retain and remain satisfied with our holdings but keep the position under active review.

TRUSTEES' RESPONSIBILITIES

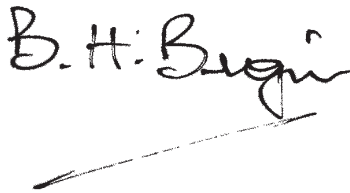
Under the Charities Act 1993 and the Companies Act 1985, the Trustees are required to prepare a report and financial statements in accordance with applicable law and United Kingdom Generally Accepted Accounting Practice.

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the Company and of its incoming resources and application of resources, including its income and expenditure, that period. In preparing those accounts, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable accounting standards and statements of recommended practice have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the accounts on the going concern basis unless it is inappropriate to presume that the company will continue its operations.

The Trustees are responsible for maintaining proper accounting records which disclose with reasonable accuracy at any time the financial position of the Company and to enable them to ensure that the financial statements comply with the Companies Act 1985 and the regulations under Section 42(1) of the Charities Act 1993. They are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities

This report was approved by the Trustees on 3 September 2013 and signed on their behalf by

A handwritten signature in black ink that reads "B. H. Bergin". The signature is written in a cursive style and is positioned above a horizontal line that serves as a separator.

Brian Bergin
Secretary

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF THE BORN FREE FOUNDATION LIMITED

We have audited the group and parent company financial statements of The Born Free Foundation Limited for the year ended 31 March 2013 which comprise the Group Statement of Financial Activities, Group Balance Sheet, Company Balance Sheet, Cash Flow Statement and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and its members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditor

As explained more fully in the Trustees' Responsibilities Statement set out on page 20, the trustees (who are also the directors of The Born Free Foundation for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's (APB's) Ethical Standards for Auditors.

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of: whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed; the reasonableness of significant accounting estimates made by the trustees; and the overall presentation of the financial statements. In addition, we read all the financial and non-financial information in the Trustees' Annual Report to identify material inconsistencies with the audited financial statements. The other information comprises only the Reference Information page. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report.

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the group and company's affairs at 31 March 2013, and of its incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Opinion on other matters prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Richard Spofforth, BSc, FCA, Senior Statutory Auditor
For and on behalf of Spofforths LLP
Chartered Accountants and Statutory Auditor
Comewell House, North Street
Horsham, West Sussex, RH12 1RD

21 December 2013



Spofforths
CHARTERED ACCOUNTANTS

GROUP STATEMENT OF FINANCIAL ACTIVITIES

Incorporating the Income and Expenditure Account and the Statement of Total Recognised Gains and Losses

FOR THE YEAR ENDED 31 MARCH 2013

	Notes	Unrestricted funds	Restricted funds	2013	2012
		£	£	£	£
Incoming resources					
Incoming resources from generated funds					
Voluntary income					
Donations	4	617,153	248,205	865,358	931,052
Legacies	4	589,075	8,021	597,096	713,348
Tax received		115,574	-	115,574	143,139
Membership base subscription		141,265	-	141,265	121,830
Membership subscriptions to specific projects	4	-	73,031	73,031	75,523
Adoptions	4	-	296,021	296,021	299,756
Activities for generating funds					
Events, lotteries and other activities		328,761	-	328,761	618,906
Trading income of subsidiary undertaking	15	133,140	-	133,140	113,809
Royalties		19,911	-	19,911	14,661
Investment income	3	93,256	-	93,256	93,042
Other income		41,635	-	41,635	49,418
Total incoming resources		2,079,770	625,278	2,705,048	3,174,484
Resources expended					
Cost of generating funds					
Cost of generating voluntary income					
Donations		97,261	-	97,261	96,110
Legacies		8,117	-	8,117	8,156
Membership subscriptions		101,012	-	101,012	103,654
Fundraising and publicity		567,205	-	567,205	840,975
Cost of subsidiary trading company		108,135	-	108,135	99,421
Investment management costs		22,009	-	22,009	20,681
Charitable activities					
Zoocheck		-	212,548	212,548	245,091
Elephants		-	149,978	149,978	127,903
Bears		-	7,658	7,658	41,954
Wolves		-	218,924	218,924	2,435
Big cats		-	551,679	551,679	523,290
Primates		-	340,087	340,087	222,691
Marine		-	48,620	48,620	38,511
Information services and education		-	457,516	457,516	474,363
Other projects		-	480,405	480,405	551,418
Governance	7	33,940	-	33,940	30,538
Other resources expended					
Taxation	8	355	-	355	448
Total resources expended	5	938,034	2,467,415	3,405,449	3,427,639
Net incoming resources before transfers	2	1,141,736	(1,842,137)	(700,401)	(253,155)
Transfer between funds	22, 23	(1,800,210)	1,800,210	-	-
Net outgoings for the year		(658,475)	(41,927)	(700,401)	(253,155)
Foreign exchange differences on restatement of foreign currency opening reserves					
		1,467	-	1,467	7,406
Gains on investment assets		266,642	-	266,642	13,249
Net movement in funds		(390,366)	(41,927)	(432,292)	(232,500)
Funds at 1 April 2012		4,248,962	241,455	4,490,417	4,722,917
Funds at 31 March 2013	20	3,858,596	199,528	4,058,125	4,490,417

The notes on pages 26 to 35 form part of these accounts

GROUP BALANCE SHEET

AS AT 31 MARCH 2013

	Notes	2013		2012	
		£	£	£	£
Fixed assets					
Intangible fixed assets	10		1		<i>1</i>
Tangible fixed assets	11		317,463		<i>236,197</i>
Investment property	12		175,000		<i>175,000</i>
Investments	13		2,543,278		<i>2,219,561</i>
			<hr/>		<hr/>
			3,035,742		<i>2,630,759</i>
Current assets					
Stocks		25,970		<i>35,283</i>	
Debtors	16	191,750		<i>252,028</i>	
Cash at bank and in hand		1,428,120		<i>2,198,878</i>	
		<hr/>		<hr/>	
		1,645,840		<i>2,486,189</i>	
Creditors: amounts falling due within one year					
	17	(324,594)		<i>(531,455)</i>	
		<hr/>		<hr/>	
Net current assets			1,321,246		<i>1,954,734</i>
Total assets less current liabilities					
			<hr/>		<hr/>
			4,356,988		<i>4,585,493</i>
Provisions for liabilities					
	18	(298,863)		<i>(95,076)</i>	
		<hr/>		<hr/>	
			4,058,125		<i>4,490,417</i>
Funds					
Unrestricted funds					
General		3,805,701		<i>4,223,238</i>	
Non-charitable	15	52,878		<i>25,707</i>	
Minority interests		17		<i>17</i>	
		<hr/>		<hr/>	
	23	3,858,596		<i>4,248,962</i>	
Restricted funds					
	22	199,528		<i>241,455</i>	
		<hr/>		<hr/>	
			4,058,125		<i>4,490,417</i>
		<hr/>	<hr/>	<hr/>	<hr/>

These financial statements were approved by the Trustees and authorised for issue on 3 September 2013 and signed on their behalf by:

Michael Reyner

Michael Reyner
Trustee

Company number: 3603432

The notes on pages 26 to 35 form part of these accounts

COMPANY BALANCE SHEET

AS AT 31 MARCH 2013

	Notes	2013		2012
		£	£	£
Fixed assets				
Tangible fixed assets	11		317,237	235,895
Investments	13		2,543,278	2,219,561
Investment property	12		175,000	175,000
Investment in subsidiary	14		2	2
			<hr/>	<hr/>
			3,035,517	2,630,458
Current assets				
Debtors	16	190,761		256,189
Cash at bank and in hand		1,416,905		2,187,023
		<hr/>		<hr/>
		1,607,666		2,443,212
Creditors: amounts falling due within one year	17	(307,604)		(508,232)
		<hr/>		<hr/>
Net current assets			1,300,062	1,934,980
Provisions for liabilities	18		(298,863)	(95,076)
			<hr/>	<hr/>
			4,036,716	4,470,362
			<hr/> <hr/>	<hr/> <hr/>
Funds				
Unrestricted funds	23		3,837,187	4,228,907
Restricted funds	22		199,529	241,455
			<hr/>	<hr/>
			4,036,716	4,470,362
			<hr/> <hr/>	<hr/> <hr/>

These financial statements were approved by the Trustees and authorised for issue on 3 September 2013 and signed on their behalf by:

Michael Reyner

Michael Reyner
Trustee

Company number: 3603432

GROUP CASH FLOW STATEMENT

FOR THE YEAR ENDED 31 MARCH 2013

	2013		2012
	£	£	£
Reconciliation of net incoming resources to net cash flow from operating activities			
Net income for the year		(700,401)	(253,155)
Taxation		(355)	(448)
Depreciation		41,205	44,521
Decrease in stock		9,313	15,595
Decrease in debtors		60,278	96,267
(Decrease)/increase in creditors		(206,954)	103,050
Increase/(decrease) in provisions		203,787	(139,280)
Investment income		(93,256)	(93,042)
Exchange adjustments in tangible fixed assets		(895)	(1,603)
Loss on sale of fixed asset		-	2,405
Foreign exchange differences on restatement of foreign currency opening reserves		1,467	7,406
		(685,811)	(218,284)
Net cash inflow from operating activities		(685,811)	(218,284)
Returns on investments and servicing of finance			
Investment income received		93,256	93,042
Taxation		448	1,080
Capital expenditure and financial investment			
Payments to acquire tangible fixed assets	(121,576)		(140,949)
Payments to acquire investments	(301,609)		(369,781)
Receipts from sale of investments	244,534		319,350
		(178,651)	(191,380)
Decrease in cash		(770,758)	(315,542)
Analysis of changes in net funds			
	Balance at 1 April 2012	Cash flows	Other changes
	£	£	£
Cash at bank and in hand	2,198,878	(770,758)	-
Fixed asset investments	2,219,561	57,075	266,642
	4,418,439	(713,683)	266,642
			3,971,398

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2013

1 Principal accounting policies

Basis of accounting

The financial statements have been prepared under the historical cost convention, with the exception of investments which are included at market value. The financial statements have been prepared in accordance with the Statement of Recommended Practice (SORP), "Accounting and Reporting by Charities" published in March 2005 and applicable accounting standards.

Basis of consolidation

The Group Statement of Financial Activities (SOFA) and Group Balance Sheet consolidate the financial statements of the Foundation and its subsidiary undertakings. The results of the subsidiaries are consolidated on a line-by-line basis.

The Foundation has taken advantage of the Large and Medium sized Companies and Groups (Accounts and Reports) Regulation 2008, Schedule 1 Part 1 and adapted the Companies Act formats to reflect the special nature of the Foundation's activities. No separate SOFA or Income and Expenditure Account have been presented for the Foundation alone as permitted by section 408(3) of the Companies Act 2006 and paragraph 397 of the SORP.

Tangible fixed assets

Tangible fixed assets are recorded at cost or, in cases where fixed assets have been donated to The Born Free Foundation Limited, at valuation at the time of acquisition.

Depreciation

Depreciation has been provided at the following rates in order to write down the cost or valuation, less estimated residual value, of all tangible fixed assets over their expected useful lives. Assets in the course of construction are not depreciated until they are completed.

Leasehold premises	20 years straight line
Plant and office equipment	25% per annum reducing balance
Educational and fundraising vehicles	25% per annum reducing balance
Furniture and equipment	25% per annum reducing balance
Computer equipment	33% per annum straight line

Incoming resources

All incoming resources are included in the SOFA when the Foundation is legally entitled to the income and the amount can be quantified with reasonable accuracy. The following specific policies apply to categories of income:

Voluntary income: Voluntary income including legacies represents amounts receivable and recorded at offices and projects during the year. Membership and adoption income is recognised in the financial statements when it is received.

Investment income: Investment income is recognised in the financial statements when it is receivable.

Activities for generating funds comprises amounts receivable during the year.

Resources expended

All expenditure is accounted for on an accruals basis and has been classified under headings that aggregate all costs related to that category. Where costs cannot be directly attributed to particular headings they have been allocated to activities on a basis consistent with use of resources.

Fundraising expenditure represents the direct costs of fundraising and general publicity for the Foundation and includes the salaries and other direct costs of fundraising and publicity staff.

Governance costs are those costs associated with the governance arrangements of the Foundation as opposed to those costs associated with fundraising or charitable activity. Included within this category are costs associated with the strategic as opposed to day-to-day management of the Foundation's activities.

Support costs, which include the central office functions, are allocated across the categories of charitable expenditure, governance costs and costs of generating funds. The basis of the cost allocation has been explained in note 6 to the financial statements.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2013

1 Principal accounting policies (cont.)

Investments

Investments in subsidiaries are stated at cost less provision for any impairment.

Investments listed on a recognised stock exchange are included in the balance sheet at market value. Investments sold are revalued to market value at the date of sale. The change in the value of investments is reflected in the SOFA.

Investment property

The investment property is stated at market value at the balance sheet date in accordance with the Statement of Recommended Practice. Any surplus or deficit arising on the revaluation is taken directly to the fund as an unrealised gain or loss. No depreciation is charged on the investment property.

Value added tax

As the majority of the Foundation's activities are classified as exempt or non-business activities for the purposes of value added tax, the Foundation is unable to reclaim all the value added tax which it suffers on its purchases. Expenditure in these financial statements is therefore shown inclusive of value added tax where it is not recoverable.

Leased assets

All leases are regarded as operating leases and the payments made under them are charged to the SOFA on a straight line basis over the lease term.

Stocks

Stocks are consistently valued at the lower of cost and net realisable value less provision for slow moving items.

Pensions

The Foundation operates a defined contribution pension plan. Contributions are charged to the SOFA as they become payable.

Branches of the Born Free Foundation Limited

The branches produce audited branch financial statements to 31 March or 31 December each year. The financial statements are incorporated into the main financial statements at the year end to produce the financial statements for the group.

Foreign currencies

Transactions in foreign currencies are recorded at the rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated at the rate of exchange ruling at the balance sheet date. All differences are taken to the SOFA.

2 Net incoming resources before transfers

	2013	<i>2012</i>
	£	<i>£</i>
Depreciation	41,205	<i>44,521</i>
Auditor's remuneration - audit fees	17,400	<i>17,400</i>
- other fees	12,399	<i>885</i>
Costs of branch audit	645	<i>893</i>
Loss on disposal of fixed assets	-	<i>2,405</i>
	=====	<i>=====</i>

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2013

3 Investment income

	Unrestricted funds £	Restricted funds £	2013 £	2012 £
Dividend income	80,171	-	80,171	72,118
Interest received	13,085	-	13,085	20,924
	93,256	-	93,256	93,042

4 Restricted income

	Restricted donations £	Restricted legacies £	Member plus contributions £	Adoptions £	2013 £	2012 £
Zoocheck	13,417	2,155	9,474	-	25,046	15,969
Elephants	17,508	5,866	10,508	74,140	108,022	138,025
Bears	859	-	7,996	18,621	27,476	31,170
Wolves	3,827	-	7,811	6,666	18,304	22,223
Big cats	161,863	-	13,694	157,404	332,961	211,359
Primates	42,597	-	8,767	23,932	75,296	118,467
Marine	865	-	7,682	6,404	14,951	21,605
Information services and education	7,269	-	7,099	733	15,101	19,501
Other projects	-	-	-	8,121	8,121	11,450
	248,205	8,021	73,031	296,021	625,279	589,768

5 Resources expended

	Grant funding of activities £	Activities undertaken directly £	Support costs £	2013 £	2012 £
Cost of generating funds					
Cost of generating voluntary income					
Donations	-	55,590	41,671	97,261	96,110
Legacies	-	7,163	954	8,117	8,156
Membership subscriptions	-	59,906	41,106	101,012	103,654
Fundraising and publicity	-	470,927	96,278	567,205	840,975
Cost of subsidiary trading company	-	98,565	9,570	108,135	99,421
Investment management costs	-	22,009	-	22,009	20,681
Charitable activities					
Zoocheck	-	185,047	27,501	212,548	245,091
Elephants	43,007	86,545	20,426	149,978	127,903
Bears	5,000	1,490	1,168	7,658	41,954
Wolves	173,100	20,408	25,416	218,924	2,435
Big cats	170,683	247,384	133,612	551,679	523,290
Primates	183,995	118,061	38,031	340,087	222,691
Marine	29,310	13,979	5,331	48,620	38,511
Information services and education	32,999	227,897	196,620	457,516	474,363
Other projects	172,704	249,192	58,509	480,405	551,418
Governance	-	33,940	-	33,940	30,538
Other resources expended					
Taxation	-	355	-	355	448
	810,798	1,898,458	696,193	3,405,449	3,427,639

Included within grants funding of activities are grants to individuals of £1,914 (2012: £2,932). All remaining grants were made to institutions. £129,201 (2012: £139,280) was paid to Oxford University including £63,750 (2012: £80,250) for Ethiopian Wolf Conservation. There is a remaining commitment of £288,863 (2012: £85,076) to fund the Bill Travers Chair, Ethiopian Wolf Conservation and the Central Lion Project.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2013

6 Analysis of support costs

	Property	General support salaries	Finance, IT and general office costs	Other support costs	2013	2012
	£	£	£	£	£	£
Cost of generating funds						
Cost of generating voluntary income						
Donations	1,751	20,865	17,575	1,480	41,671	40,638
Legacies	-	-	954	-	954	877
Membership subscriptions	2,041	25,480	13,080	505	41,106	46,131
Fundraising and publicity	3,210	38,608	53,410	1,050	96,278	104,851
Cost of subsidiary trading company	578	6,563	2,429	-	9,570	10,224
Charitable activities						
Zoocheck	297	3,631	23,491	82	27,501	32,684
Elephants	667	9,700	8,158	1,901	20,426	20,722
Bears	34	420	616	98	1,168	6,131
Wolves	1,190	14,571	9,590	65	25,416	520
Big cats	2,581	63,199	35,068	32,764	133,612	106,716
Primates	1,439	17,620	18,703	269	38,031	49,545
Marine	223	2,735	2,320	53	5,331	5,416
Information services and education	5,495	114,766	22,601	53,758	196,620	196,847
Other projects	2,303	32,388	19,601	4,217	58,509	89,058
Total support costs	21,809	350,546	227,596	96,242	696,193	710,360

Support costs have been allocated based on estimated staff time spent on the activities of the Foundation.

7 Governance

	2013	2012
	£	£
Governance costs are made up of the following:		
External audit	18,045	18,293
Internal staff costs	15,895	12,245
	33,940	30,538

8 Taxation

The Born Free Foundation Limited is a registered charity and is thus exempt from tax on income and gains falling within section 505 of the Taxes Act 1988 or section 256 of the Taxation of Chargeable Gains Act 1992 to the extent that these are applied to its charitable objects. Corporation tax of £355 is due by Born Free Trading Limited, a wholly owned subsidiary (2012: £448).

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2013

9 Trustees, directors and employees

Staff costs were as follows:

	2013	<i>2012</i>
	£	<i>£</i>
Wages and salaries	1,137,959	<i>1,114,656</i>
Social security costs	95,445	<i>96,751</i>
Pension costs	49,271	<i>48,379</i>
	<u>1,282,675</u>	<i><u>1,259,786</u></i>

The Trustees' remuneration was £nil (2012: £nil).

2 (2012: 2) Trustees received reimbursement for travel expenses amounting to £184 (2012: £355).

1 employees' emoluments for the year exceeded £60,000 (2012: No employees).

The average number of staff employed by the Foundation during the year was as follows:

	2013	<i>2012</i>
	Number	<i>Number</i>
Charitable projects	16	<i>20</i>
Information services and education	4	<i>3</i>
Fundraising and publicity	11	<i>7</i>
Member and support services	5	<i>4</i>
Governance	1	<i>1</i>
Kenya branch	8	<i>8</i>
Ethiopia branch	3	<i>3</i>
Unpaid part time volunteers	10	<i>10</i>
	<u>58</u>	<i><u>56</u></i>

Of the non-voluntary staff, 8 (2012: 11) are employed on a part time basis.

In Ethiopia the charity also has locally contracted staff involved in its activities whose numbers can vary significantly from time to time according to project progress. At 31 March 2013 they numbered 41 (2012: 39).

10 Intangible fixed assets

	Group	Company
	£	£
Cost - film rights		
At beginning of year	1	<i>-</i>
	<u>1</u>	<i><u>-</u></i>
Net book value at 31 March 2013	<u>1</u>	<i><u>-</u></i>
<i>Net book value at 31 March 2012</i>	<i>1</i>	<i>-</i>

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2013

11 Tangible fixed assets

Group	Asset in the course of construction	Leasehold premises	Plant and office equipment	Educational and fundraising vehicles	Furniture and equipment	Computer equipment	Total
	£	£	£	£	£	£	£
Cost							
At 1 April 2012	115,259	-	87,484	139,264	47,967	167,937	557,911
Additions	81,776	-	700	34,860	137	4,103	121,576
Disposals	-	-	-	-	-	(15,029)	(15,029)
Transfers	(24,768)	24,768	-	-	-	-	-
Exchange adjustment	-	-	32	1,651	77	167	1,927
At 31 March 2013	172,267	24,768	88,216	175,775	48,181	157,178	666,385
Depreciation							
At 1 April 2012	-	-	59,125	83,629	29,317	149,643	321,714
Charged for the year	-	1,238	7,642	18,061	4,400	9,864	41,205
Disposals	-	-	-	-	-	(15,029)	(15,029)
Exchange adjustment	-	-	24	831	64	113	1,032
At 31 March 2013	-	1,238	66,791	102,521	33,781	144,591	348,922
Net book value							
At 31 March 2013	172,267	23,530	21,425	73,254	14,400	12,587	317,463
<i>At 31 March 2012</i>	<i>115,259</i>	<i>-</i>	<i>28,359</i>	<i>55,635</i>	<i>18,650</i>	<i>18,294</i>	<i>236,197</i>

Company	Asset in the course of construction	Leasehold premises	Plant and office equipment	Educational and fundraising vehicles	Furniture and equipment	Computer equipment	Total
	£	£	£	£	£	£	£
Cost							
At 1 April 2012	115,259	-	85,133	139,264	47,167	167,226	554,049
Additions	81,776	-	700	34,860	137	4,103	121,576
Disposals	-	-	-	-	-	(15,029)	(15,029)
Transfers	(24,768)	24,768	-	-	-	-	-
Exchange adjustment	-	-	32	1,651	77	167	1,927
At 31 March 2013	172,267	24,768	85,865	175,775	47,381	156,467	662,523
Depreciation							
At 1 April 2012	-	-	56,880	83,629	28,597	149,048	318,154
Charged for the year	-	1,238	7,615	18,061	4,380	9,835	41,129
Disposals	-	-	-	-	-	(15,029)	(15,029)
Exchange adjustment	-	-	24	831	64	113	1,032
At 31 March 2013	-	1,238	64,519	102,521	33,041	143,967	345,286
Net book value							
At 31 March 2013	172,267	23,530	21,346	73,254	14,340	12,500	317,237
<i>At 31 March 2012</i>	<i>115,259</i>	<i>-</i>	<i>28,253</i>	<i>55,635</i>	<i>18,570</i>	<i>18,178</i>	<i>235,895</i>

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2013

12 Investment property	Group		Company	
	2013	2012	2013	2012
	£	£	£	£
Investment property	<u>175,000</u>	<u>175,000</u>	<u>175,000</u>	<u>175,000</u>

The freehold investment property was valued by the Trustees on 31 March 2013 at £175,000.

13 Fixed asset investments	Group and company	
	2013	2012
	£	£
All investments are held within the UK		
At 1 April 2012	2,219,561	2,155,881
Additions	301,609	369,781
Disposals at market value	(244,534)	(319,350)
Change in market value	266,642	13,249
Market value at 31 March 2013	<u>2,543,278</u>	<u>2,219,561</u>
Historical cost at 31 March 2013	<u>1,851,698</u>	<u>1,782,879</u>

14 Investment in subsidiary undertakings	Company
	£
Cost at beginning and end of year	<u>2</u>

15 Subsidiary undertakings

During the year, the Foundation held three subsidiaries, two of which are incorporated in England & Wales with the third registered in South Africa. Born Free Trading Limited makes gift aid payments out of profits to The Born Free Foundation Limited. Born Free Films Limited is a dormant company. Born Free Foundation South Africa has been set up predominantly to receive sponsorship for fundraising events to be held in South Africa.

Name:	Nature of business:	Type of share:	Holding:
Born Free Foundation South Africa	Fundraising for Born Free Foundation	-	100%
Born Free Trading Limited	Sale of Born Free merchandise and services	Ordinary	100%
Born Free Films Limited	Film development	Ordinary	83%

The financial statements of the trading subsidiary companies are prepared to 31 March each year and the results of the companies are consolidated into these financial statements on a line by line basis and are summarised below:

	Born Free Foundation South Africa	Born Free Trading Limited	Born Free Films Limited	Total
	£	£	£	£
Turnover	7,381	133,140	-	140,521
Cost of sales	-	(80,759)	-	(80,759)
Gross profit	7,381	52,381	-	59,762
Administrative expenses	(11)	(32,662)	-	(32,672)
Interest receivable	88	-	-	88
Interest payable	-	(17)	-	(17)
Profit on activities before taxation	7,459	19,702	-	27,161
Corporation tax	-	(355)	-	(355)
Profit retained in the subsidiary	7,459	19,347	-	26,806
Net assets at 31 March 2013	7,459	48,158	(2,739)	52,878

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2013

16 Debtors	Group		Company	
	2013	2012	2013	2012
	£	£	£	£
Other debtors	87,620	83,227	86,611	72,766
Amounts owed by group undertakings	-	-	1,999	14,710
Prepayments and accrued income	104,130	168,801	102,151	168,713
Other taxes and social security	-	-	-	-
	191,750	252,028	190,761	256,189

Prepayments and accrued income includes £6,600 (2012: £9,436) with regard to legacies receivable which have not yet been received.

17 Creditors: amounts falling due within one year	Group		Company	
	2013	2012	2013	2012
	£	£	£	£
Trade creditors	50,819	80,050	45,840	75,625
Amounts owed to group undertakings	6,487	-	3,959	1,980
Accruals and deferred income	217,321	352,747	208,223	344,023
Other creditors	180	11,643	150	1,147
Corporation tax	355	448	-	-
Other taxes and social security	49,432	86,567	49,432	85,457
	324,594	531,455	307,604	508,232

18 Provisions for liabilities and charges

Group and company	Other projects	Dilapidations	Total
	£	£	£
Balance at start of year	85,076	10,000	95,076
Additional obligations incurred in period	332,988	-	332,988
Released in the year	(129,201)	-	(129,201)
	288,863	10,000	298,863

The provisions included in the financial statements for other projects relate to the funding of the Bill Travers Chair at Oxford University, funding for the Ethiopian Wolf Conservation Programme and funding for the Central Lion Project.

19 Contingent asset

At 31 March 2013 the Foundation had been notified of legacy bequests estimated at £746,042 (2012: £240,887). The Foundation had not been informed of the final amount receivable by the year end and as such these amounts have not been included within legacy income for the year ended 31 March 2013.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2013

20 Analysis of group net assets between funds

	Unrestricted funds £	Restricted funds £	Total funds £
Fund balances at 31 March 2013 are represented by:			
Intangible fixed assets	1	-	1
Tangible fixed assets	317,463	-	317,463
Investment property	175,000	-	175,000
Investments	2,543,278	-	2,543,278
Net current assets	832,854	488,392	1,321,246
Provisions for liabilities and charges	(10,000)	(288,863)	(298,863)
	<u>3,858,596</u>	<u>199,529</u>	<u>4,058,125</u>

21 Share capital

The Foundation is a company limited by guarantee and not having a share capital. Each member is a guarantor in the sum of £1. The Trustees are all members.

22 Restricted funds

Group and Company	At 1 April 2012 £	Incoming £	Outgoing £	Transfers £	At 31 March 2013 £
Zoo check	-	25,046	(212,548)	187,502	-
Elephants	218,381	108,022	(149,978)	-	176,425
Bears	3,286	27,476	(7,658)	-	23,104
Wolves	19,788	18,304	(218,924)	180,832	-
Big cats	-	332,961	(551,679)	218,718	-
Primates	-	75,296	(340,087)	264,791	-
Marine	-	14,951	(48,620)	33,669	-
Information services and education	-	15,101	(457,516)	442,415	-
Other miscellaneous projects	-	8,121	(480,405)	472,284	-
	<u>241,455</u>	<u>625,279</u>	<u>(2,467,415)</u>	<u>1,800,210</u>	<u>199,529</u>

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 31 MARCH 2013

23 Unrestricted funds

Group	At 1 April 2012	Incoming	Outgoing	Transfers	At 31 March 2013
	£	£	£	£	£
General unrestricted	4,248,962	2,079,770	(669,925)	(1,800,210)	3,858,596
	<u>4,248,962</u>	<u>2,079,770</u>	<u>(669,925)</u>	<u>(1,800,210)</u>	<u>3,858,596</u>
Company	At 1 April 2012	Incoming	Outgoing	Transfers	At 31 March 2012
	£	£	£	£	£
General unrestricted	4,228,907	1,946,630	(556,132)	(1,800,210)	3,819,187
	<u>4,228,907</u>	<u>1,946,630</u>	<u>(556,132)</u>	<u>(1,800,210)</u>	<u>3,819,187</u>

24 Operating lease commitments

	2013	2012
	£	£

At 31 March 2013 the Foundation had annual commitments under non-cancellable operating leases as set out below:

Operating leases which expire:

Between two and five years (other)

21,240	<i>21,240</i>
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Between two and five years (land and buildings)

74,000	<i>74,000</i>
---------------	---------------

95,240	<i>95,240</i>
---------------	---------------

25 Transactions with directors and trustees

The Chief Executive Officer is a son of Virginia McKenna who is a trustee. He received remuneration of £76,315 (2012: £58,000) in the year.

26 Related parties

Included within creditors in the financial statements are amounts owed to Born Free USA. Born Free USA is an independent registered not-for-profit organisation with common objectives to those of the Foundation but not under the control of the Trustees of the Foundation. Andrew Newton is a trustee of both the charity Born Free USA and the Foundation. Will Travers OBE is also appointed as Chief Executive Officer for both charities. The balance outstanding at the year end was £6,487 (2012: £10,444 due from).

In the opinion of the trustees the Foundation is controlled by them.

