



ANNUAL REVIEW 2018-19

CONTENTS



MESSAGE FROM OUR CO-FOUNDERS



Many annual reviews are full of numbers. In a sense this one is no different. But behind many of our numbers is an individual: a rescued lion; a poached elephant; a wild animal in a zoo, circus or dolphinarium; a miserable trophy. A ranger, a researcher, a veterinarian, an animal carer. A storyteller, an educator, an accountant, a driver, a builder, a campaigner, a public speaker, an influencer.

Those individuals inspire us all – to do more, to do better, to be the best we can be on behalf of the animals and people we serve and the environments we all rely upon.

Over 35 years there's been some big numbers – millions of animals, millions of supporters, millions of pounds. They represent the cumulative, outstanding impact we seek to achieve each and every year.

That's why I am proud of Born Free. Proud of our projects; proud of our people; proud of our achievements and our determination – and thankful for the support we receive – large or small, in-kind, financial or moral – as we strive to make the world a better place for all life on Earth.

Will Travers
OBE, President & Co-Founder

One thing you can be sure of, a Born Free year is never dull! Not always positive outcomes for the challenges animals face, but never ignored or brushed aside.

As I have often said over the years – it is always about 'one'. One creature that can suffer, or feel contentment, go hungry or find food.

This is why, when we can rescue one animal from a life of neglect, pain or exploitation, it is a joy beyond words. Little King who was kept in a cage in a Paris apartment, and now lives happily at Shamwari, is a case in point.

There is always, I fear, the senseless trophy hunting issue casting its dark shadow. The killing of a beautiful helpless animal for 'fun' is something most of us find intolerable. This is something we will challenge until it ends.

The positive side of the coin is our involvement with schools. We are trying to help several schools in Kenya and South Africa, and it is something I am particularly involved with. The children are an inspiration. I have no room here to write more about our work, but I do want to thank everyone who supports us, in whatever way, for your loyalty and generosity.

Virginia McKenna
OBE, Co-Founder & Trustee



VISION & MISSION

Our mission is to ensure that all wild animals, whether living in captivity or in the wild, are treated with compassion and respect and are able to live their lives according to their needs.

We oppose the exploitation of wild animals in captivity and campaign to Keep Wildlife in the Wild.

We promote Compassionate Conservation to enhance the survival of threatened species in the wild and protect natural habitats while respecting the needs of, and safeguarding the welfare of, individual animals.

We seek to have a positive impact on animals in the wild and protect their ecosystems in perpetuity, for their own intrinsic value and for the critical roles they play within the natural world.

DID YOU KNOW?

Born Free has been working to conserve and protect wild animals in their natural habitat since 1984. We manage or fund projects in more than 20 countries worldwide – across Africa, Asia, Europe and the Americas.

HIGHLIGHTS & SUCCESSES



CAPTIVE WILD ANIMAL EXPLOITATION

We petitioned the UK government to review the law regulating the keeping and sale of dangerous wild animals as pets, with the support of 13,580 signatures. (p7)

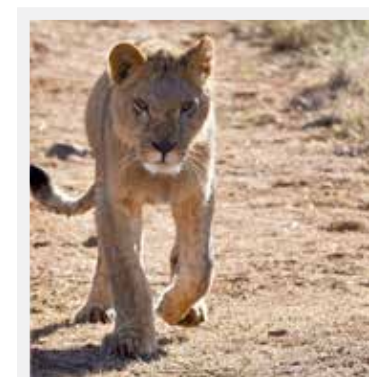


WILDLIFE TRADE

We worked closely with the UK government and other NGOs to bring the UK Ivory Bill, banning the commercial trade in elephant ivory, into law. (p9)

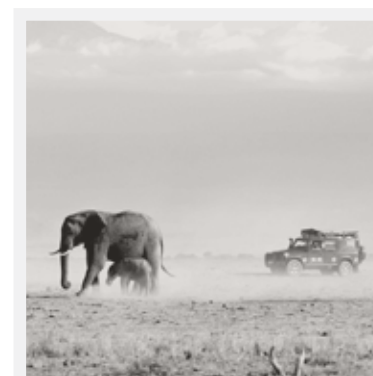
RESCUE, CARE, REHAB & RELEASE

King the lion cub – rescued from a Paris apartment – was successfully relocated to our big cat sanctuary in South Africa, where he is now receiving lifetime care. (p10)



HUMAN–WILDLIFE CO–EXISTENCE & CONSERVATION

We have built 275 predator-proof bomas in the Amboseli ecosystem, protecting an estimated 32,500 livestock belonging to 2,500 people. (p11)



INFORM, INSPIRE & ENGAGE

We help four schools close to our big cat sanctuaries in South Africa with much needed equipment and infrastructure. (p15)

OUR **NINE** PRIORITIES

We launched our nine priorities this year to give greater structure and stronger definition to our work.

Born Free is truly unique because we work to improve the lives of both wildlife and local communities. This work encompasses many different species across areas including, but not limited to, animal welfare, conservation, policy and education, and spans more than 20 countries worldwide, including Kenya, Ethiopia and many more.

We have always focused on the individual animal. This compassionate approach started with Elsa the lioness and Pole Pole the elephant, and continues today.

Building on our work over the past 35 years to Keep Wildlife in the Wild, our nine priorities use our heritage to focus our efforts on the activities where we believe we can make a real, long-lasting impact – for both wild animals and the communities who live alongside them.



CAPTIVE WILD ANIMAL EXPLOITATION

We work to stop captive animal suffering, challenge the captive animal industry and phase out zoos.

Born Free is committed to preventing animal suffering and protecting threatened species in their natural habitats. We strongly oppose the exploitation and keeping of wild animals in captivity and campaign to Keep Wildlife in the Wild. We work to end any activities that negatively impact wild animals living in captivity.

We want to lead the movement against the captive exploitation of wild animals in zoos, circuses, marine parks and as pets, with a particular focus on making a step-change in the UK and Europe.

This year, we unveiled the results of a survey which revealed 4,755 dangerous wild animals are being kept privately in Great Britain. Animals being kept included more than 700 venomous snakes, 300 wild cats, 130 lemurs and 100 monkeys. We also petitioned the government to review the law regulating the keeping and sale of dangerous wild animals as pets, with the support of 13,580 signatures.

We also responded to the Welsh government's consultation on its proposal to ban wild animals in travelling circuses. As part of this, we set up a Take Action for supporters on our website to encourage them to respond. This resulted in 4,050 responses from supporters.

Dr Chris Draper, Born Free's Head of Animal Welfare & Captivity, said:

Millions of wild animals are held and exploited in captivity across the globe: in zoos, as pets, in circuses and in associated trade. The scale of animal suffering is unimaginable, and yet these brutal industries continue, sometimes hiding behind spurious claims of conservation and education. In reality, this is abuse for entertainment, and by seeking its end we will protect individual animals, their wild populations and our society.

2

TROPHY & CANNED HUNTING

We strive to eliminate trophy and canned hunting by exposing its fundamental immorality and demonstrating alternative solutions.

Born Free is opposed to the killing of any animal for sport or pleasure, and strongly refutes claims by trophy hunting proponents that their activities support conservation or local communities.

In August, Born Free gave evidence at the South African government's Portfolio Committee on Environmental Affairs' colloquium on the future of its lion breeding industry. Born Free's Head of Policy, Dr Mark Jones, was the only overseas NGO representative to be invited to give evidence and outlined how lions are cynically exploited for profit at every stage of their usually short lives; and how the vast majority are destined to be killed as trophies in 'canned hunts' or slaughtered to supply bones and other products for the international trade. The committee concluded that the government should bring an end to lion breeding in South Africa.

In September, we released *Cash Before Conservation: An Overview of the Breeding of Lions for Hunting and Bone Trade*, a report highlighting the South African government's role in the commercial lion body part trade. The report used numerous sources of information to highlight the support the industry has received from public officials, and the links between the export of lion trophies and products from captive-bred lions and the trafficking of other wildlife products.

Dr Mark Jones, Born Free's Head of Policy says:

While the South African government has yet to take meaningful action, Born Free's report has brought the issue to audiences within and beyond South Africa. Born Free continues to work with like-minded organisations and individuals in South Africa and elsewhere to bring an end to the captive breeding of predators for commercial purposes.

3

WILDLIFE TRADE

We are fighting to end the illegal wildlife trade, with a particular focus on tackling the trade in ivory, lions, cheetah, pangolins, and trade in live animals and other animal parts.

This year, we continued to work closely with the UK government and other NGOs to bring the UK Ivory Bill, banning the commercial trade in elephant ivory, into law. In June, our President and Co-Founder, Will Travers OBE, gave evidence at the Ivory Bill Committee hearing, and Born Free continues to advise the UK government to ensure that other ivory-bearing species, such as walrus, narwhal and hippo, are included within the scope of the Bill.

In October, we attended the Illegal Wildlife Trade conference, hosted by the UK government, in London. Our Youth Ambassador, Bella Lack, gave a powerful speech at the conference and became a member of Ivory Alliance 2024 – a coalition of

political leaders, conservationists and celebrities dedicated to defeating the illegal trade in ivory.

Dr Mark Jones, Born Free's Head of Policy adds:

During 2018-19, we also continued our work at the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), attending Standing Committee and Animals Committee meetings and promoting greater international protection against trade for elephants, rhinos, big cats, pangolins and cheetahs, improved protection for live animals in trade, and improvements to the mechanisms by which CITES rules are implemented by Parties. We don't want wildlife to be traded as mere objects, but if there is going to be trade, we want to make sure it is done right.

4

RESCUE, CARE, REHAB & RELEASE

We have been involved in the rescue and rehabilitation of countless individual animals, saving them from a life of suffering in captivity.

We rescue individual wild animals, place them in sanctuaries and, where possible, release them back into the wild.

In July, thanks to the overwhelming generosity of our supporters, we relocated King the lion from his temporary home in Belgium to our big cat sanctuary at Shamwari Private Game Reserve in South Africa. King was rescued from an apartment in Paris by French charities Fondation 30 Million d'Amis and Refuge de l'Arche where he was being kept illegally as an exotic pet. He is now enjoying a life free from harm in a natural, safe and spacious enclosure. He has also joined our adoption programme, which allows supporters to fund his lifetime care.

We also assisted with the rescue of Bo and Bella, two rescued chimpanzees in Guinea-Bissau, to their new home at Sweetwaters

Chimpanzee Sanctuary in Kenya. The two young chimps were victims of the illegal pet trade. Their move was the first transfer of a non-human primate in Guinea-Bissau to a sanctuary.

Maggie Balaskas, Born Free's Animal Rescue & Care Manager, said:

With thanks to the generous help from our supporters we were able to give King, Bo and Bella a new start in life. The rescue, relocation and care of wild animals is a vital part of our work at Born Free. It transforms the lives of individual animals and allows us to draw much needed attention to the issue of wild animals being traded and suffering in captivity. Born Free will continue to give animals a happier future wherever possible and our efforts to tackle the trade of wild animals to be used as pets, in circuses and in other exploitative captive environments will continue - wildlife belongs in the wild.

5

HUMAN-WILDLIFE CO-EXISTENCE & CONSERVATION

Co-existence is a key area of our work if we are to ensure that animals can flourish in the wild. We protect threatened species and their natural habitats and find Compassionate Conservation solutions so that people and wildlife can live together.

This year, we have continued our carnivore and community co-existence programme, Pride of Amboseli, in Kenya. The programme has been running since 2010 to reduce human-wildlife conflict and promote co-existence between humans and carnivores. We have built 275 predator-proof bomas in the Amboseli ecosystem. The bomas have led to a significant reduction in lion retaliatory killings; the 18 lions killed per year in 2001-2006 has dropped to just four per year. Solar lighting units, energy saving stoves and water harvesting structures have also been added to bomas.

We also continue to work to alleviate human-wildlife conflict at Babile Elephant Sanctuary in Ethiopia and Banyang-Mbo Wildlife Sanctuary in Cameroon. We have constructed chilli pepper fences around crop fields to reduce elephant crop foraging. Chilli pepper fences erected at Banyang-Mbo in 2017 successfully prevented elephants from crop foraging during the dry season. This has fostered support for our elephant conservation initiatives, and within time we hope that these communities will assist us in preventing elephant poaching.

Dr Liz Greengrass, Born Free's Head of Conservation adds:

The threats facing wildlife are grave. Habitat loss and degradation, poaching, disease and human-wildlife conflict are the greatest threats to numerous species. Promoting co-existence between people and wildlife through conflict mitigation and evidence based conservation initiatives is key to reducing threats and ensuring the persistence of wildlife.





6

INTEGRATED WILDLIFE PROTECTION

We have developed an integrated wildlife protection model, with particular emphasis on wildlife law enforcement and community engagement.

Through this, we are building partnerships and coalitions to ensure the long-term sustainability of wildlife protection and to promote co-existence.

In September, we launched our Enter the Dragon appeal to equip ranger patrols with autogyros. We believe that deploying Dragon GBT 1170 autogyros will allow rangers to patrol vast areas of land in minutes rather than weeks, and have a major impact on poaching.

We plan to launch the 'Dragons' at Shamwari Private Game Reserve in South Africa — the home of our two big cat sanctuaries — and on the front-line at Garamba in the Democratic Republic of Congo. We are hoping that with public backing we can prove this method of poaching reduction is effective, and roll out the initiative to 10 other key areas of Africa, including Kenya, Ethiopia and Zambia within the next 12 months.

Our experience tells us that discrete projects, operating in isolation and with little reference to geo-political, economic and policy context, rarely have an impact beyond research output or localised outcomes, explains Howard Jones, Born Free's CEO.

That is fine for some purposes, but with our expressed aim of achieving sustainable systems for co-existence, we must reach beyond local models. We must also accept that human population growth and movement, trade, development needs, local custom, regional or transboundary criminality, corruption and other interests will conflict with our aims. As a result, we must work in partnerships and to a strategy that addresses these challenges, with layered actions that enable us to influence globally while acting locally. This integration of thinking, matched by an equal effort to integrate our actions and interventions is crucial to our success.

7

TRANSBOUNDARY PROGRAMMES

We work to protect habitats and threatened species, focusing initially in West Africa and the Horn of Africa.

Born Free is without borders. We work to help individual species, regardless of where they are in the world and which country their natural habitat is in. We act as a catalyst for regional transboundary programmes, covering policy, species and conservation action.

In the spring, we revealed there could be as many as 183 lions and 198 hyenas living in a remote national park on the Sudan-Ethiopia border. The discovery followed a monitoring survey in Dinder National Park, in south east Sudan, conducted by a team led by lion conservationist Dr Hans Bauer from the University of Oxford's Wildlife Conservation Research Unit and in partnership with Born Free, the Sudan Wildlife Research Centre and the Lion Recovery Fund.

Born Free also became an official partner organisation of the United Nations Convention on the Conservation of Migratory Species of Wild Animals (CMS). We have played a significant role in supporting the work of CMS on terrestrial African mammals, culminating in the listings of lions, leopards, giraffes and chimpanzees on its appendices, and the creation of the joint CMS/CITES African Carnivores Initiative. We are also contributing to the CMS' work on the importance of animal culture and the role individual animals play in their societies.

Dr Liz Greengrass, Born Free's Head of Conservation, says:

Born Free's work is focused on protecting habitats and threatened species. However, wildlife populations and ecosystems transect political borders, which are subject to different laws and policies, located within a variety of socio-economic contexts. Transboundary conservation initiatives are critically important to tackle conservation issues at scale, for overcoming regional or national differences and enhancing cooperation between stakeholders in order to achieve positive conservation outcomes.



8

UK WILDLIFE PROTECTION

We protect UK wildlife by engaging in issues including policy, captive welfare standards, public education and engagement.

This year, we worked closely with our partners at Wildlife and Countryside Link to increase recognition among government departments and officials, enforcement agencies, the police and many others, that wildlife crime in the UK needs to be taken seriously.

We have also lobbied hard for long-term funding for the National Wildlife Crime Unit and for wildlife crimes to be centrally recorded so the scale and breadth of these criminal activities can be better understood and prioritised accordingly.

We also welcomed the launch of the UK Wildlife Crime Policing Strategy for 2018-2021, which emphasises the importance of tackling wildlife crime in the UK in order to protect biodiversity, conserve wild species and improve animal welfare.

Dr Mark Jones, Born Free's Head of Policy says:

Born Free continues to work with like-minded organisations to secure greater protection for British wildlife, Born Free chaired the Wildlife and Countryside Link Wildlife Crime Working Group through 2018-19. We also continued to work towards bringing an end to the unjustifiable culling of badgers as part of the UK government's bovine TB control policy, through the compilation of evidence against badger culling and for the need for greater focus on cattle testing and trade controls, and the promotion of that evidence to government officials, the State Veterinary Services, the British Veterinary Association and other stakeholders.

9

INFORM, INSPIRE & ENGAGE

Our educational activities inspire people, young and old, to respect wildlife and natural habitats.

We want to transform public attitudes towards wild animal welfare and conservation. Through our country offices we are able to directly reach schools, communities and individuals living alongside wildlife.

At Ensessa Kotteh, in Ethiopia, our education programme offers predominantly centre-based learning for schools, nature clubs, colleges and universities. Our intention is to provide an all-embracing, memorable educational experience.

In Kenya, our education programme focuses on four partner schools – Ngongzini Primary School, Ol Moti and Lenkitem in Amboseli, and Kanjoo, near Meru National Park.

In South Africa, our two big cat sanctuaries in Shamwari Private Game Reserve have fully equipped education centres. Our education programme gives children an opportunity to learn about Born Free and its principals and to see the amazing wildlife of the Eastern Cape roaming free on Shamwari.

Through this programme, Born Free is also able to help four schools close to the sanctuaries with much needed equipment and infrastructure.

Away from the field, in April, we relaunched our website bornfree.org.uk. As well as a brand new look, the site included new sections to inform, inspire and engage the public, such as Wildlife factfiles, Take Action email petitions and dedicated articles and blogs.

Laura Gosset, Born Free's Head of Education, said:

The work of the Education Team drives positive change for both people and wildlife, supporting conservation achievements, compassion for wildlife and more wildlife and habitat friendly policies. Through the work of the global team we have increased our outreach, strengthened our UK programme, developed a clear strategy for the future and built new partnerships. A strong year with many more to follow.

BUILDING A COMPASSIONATE FUTURE

We are very lucky to have a unique and special history that has shaped us into the organisation we are today. While we will always remember our beginnings, it is to the future that we must be continuously focused to achieve our goals.

We want a future where animals thrive in the wild, where animals are not exploited and where animals and people co-exist. Key to achieving this is ensuring we work alongside other like-minded NGOs and projects, rather than considering our own efforts in silo.

Co-existence and education are the pillars of this approach. On co-existence, we work with local communities on compassionate and considerate initiatives that help them live peacefully alongside wildlife.

For example, our Living with Tigers initiative protects 500 wild tigers across central India by working with local communities to mitigate human-wildlife conflict. Activities include introducing toilets in more than 200 villages and bio-gas plants in more than 1,000 homes, and creating job opportunities and empowerment schemes for women.

Meanwhile, in Kenya, our Pride of Amboseli programme aims to reduce human-wildlife conflict by constructing predator-proof bomas that protect livestock from prey. One predator-proof boma can accommodate up to 800 cows and 400 sheep or goats. To date, we estimate at least 2,500 people and 32,500 livestock are better protected as a result of this programme.

Next year, we will be exploring opportunities to develop, support and expand co-existence projects with local communities further in Kenya, Ethiopia and India. We want to develop and deliver non-lethal tools to mitigate crop-raiding and attacks by carnivores, as well as models for co-existence and sustainable futures via schools and community education.

Our approach to co-existence goes hand-in-hand with education. By educating local communities about the importance of conserving wildlife, it is hoped they will therefore have a greater understanding and tolerance to wildlife.

For example, in December, Born Free was a main sponsor of the Maasai Olympics 2018. The event has been held in Kenya every two years since 2012 to offer Maasai warriors an alternative to killing lions as part of their traditional rite of passage. Developed to encourage young men to compete in an organised sports competition based on their traditional warrior skills, participants compete in six events. There are also two events for women. As well as the competitive element, the event also aims to educate local communities about the conservation of lions and wildlife, and the importance of human-wildlife co-existence and tolerance.

Through education, we want to transform the potential for conservation from being seen as the management of inevitable decline, towards one of integrated animal protection, multi-layered action and species/habitat recovery. With a new education strategy behind us, we plan to develop a number of new programmes and initiatives next year, both in the UK and further afield.

All this can only be achieved by working with others, which is also the foundation of our Integrated Wildlife Protection approach, which builds partnerships and coalitions to ensure the long-term sustainability of wildlife protection. We soft-launched this in September as part of our Enter the Dragon appeal, but have ambitions to develop this on a much larger scale in the coming year. These ambitions include supporting Integrated Wildlife Protection enforcement through border security, enforcement, education, intelligence and technology; developing landscape conservation models for key species; and implementing field conservation projects that encompass research, habitat protection, community involvement and education.

Our vision is ambitious, but if we remain true to our history and focus our efforts where we believe we can make a real, lasting impact, it is realistic and achievable.



Q&A WITH OUR CEO

Howard Jones is Born Free's CEO. Before taking on the role in 2017, he served for 16 years in the military, was one of the key leaders of the Eden Project for 10 years, and led his own social justice business. Here he reflects on his first year in the role and his aspirations for the future of Born Free



You've been in the role for over a year now, what have been your key observations?

The deep commitment of our team, how much more we can do, and a resolution to do all that I can to help Born Free rise to that challenge. Also, the dedication, loyalty and compassion of our supporters who are just as committed as us to Keep Wildlife in the Wild.

What have you introduced to Born Free?

The freedom, across the team, to aspire to be as good as we can be – with the systems, structure and process to support this. But this would be for nothing if we did not also develop the maturity to accept mistakes, learn and move on, allowing leadership, individual excellence and innovation to emerge within a secure setting. We are judged on the quality of our work and the evidence we then present to the public – inspiring individual and collective actions and movements for change.

Why is co-existence so important?

Unless we collectively agree that we want the future of the planet to be a human-centred theme park, degraded from risk, wonder, variety and diversity, other than that created by other humans, then it is the only sensible or survivable option that faces us – because intergalactic travel, in an effort to find another home, will come way too late.

What have been your biggest learnings?

Fast-tracking my own learning, in an (apparently) entirely different subject area to my previous experience. However, I have been helped by applying the thesis that, fundamentally, the challenge of co-existence and to Keep Wildlife in the Wild is all about people and our willingness to accept that we must adopt values and methods for living that allow us to share our common future. This is not so different from pretty much all of my previous work, which – ultimately – has been about freedom, fairness, decency, equity and the intelligence to accept that our future is about collaboration, not conflict.

What has been the defining moment of your role so far?

Seeing people thrive on the belief that they have a world of opportunity that lies ahead of them, to do what they believe in. I admit to seeing this before; other places, other lives, but it is great to see it here.

Why is education so important and how can it help co-existence?

We are an educational organisation. It is everything that we do. What point would there be for us to research, learn, know, if this wasn't shared? And how would we help alter the direction for our future, if we didn't drive movements for change, based on evidence, engaged minds and the power of truth?

What is your vision for Born Free in five years?

We will be the most talked-about, most consulted and most trusted wildlife organisation on the planet. We will have transformed attitudes to co-existence, together with the means to achieve it. This will range from international effect on trade, corruption and the valuation of wildlife viewed as a captive product, to playing a key role in recognising wild places, wild populations and natural systems as essential to the wellbeing and security of nations, invested as vital organs, rather than failing on handouts and good, or bad, intent.

And what can supporters expect from Born Free over the next 12 months?

An ever more clear and compelling narrative, based on the quality of our work, together with ground-breaking approaches to public engagement on our core themes. What we do, how, and why will be better explained, along with how to get involved. Supporters will see that the values of Born Free remain as concrete as they ever were, and that our beliefs and character are ever more resolved. Our capacity to deliver will show increasing signs of transformation and innovation – still being small enough to care, whilst big enough to make a difference. Our ambitions are to grow, but we will never lose sight of our original mission and purpose that every individual animals matters – be they living free in the wild or suffering in captivity.

OUR SENIOR MANAGEMENT TEAM



STEPHEN CHANDLER
Head of Compliance & Standards



SARAH CURRAN
Head of Finance



DR CHRIS DRAPER
Head of Animal Welfare & Captivity



CATHERINE GILLSON
Born Free Manager, South Africa



LAURA GOSSET
Head of Education



DR LIZ GREENGRASS
Head of Conservation



MARC GUMBRILL
Head of Sustainability



DR MARK JONES
Head of Policy



DR CHERYL MVULA MBE
Special Advisor to CEO



TIM OLOO
Country Manager/
Conservation Director,
Born Free Kenya



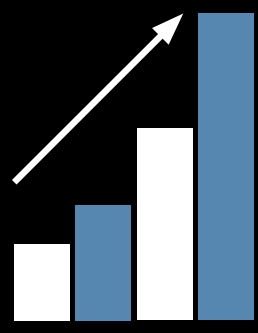
PROFESSOR CLAUDIO SILLERO
Chief Scientist



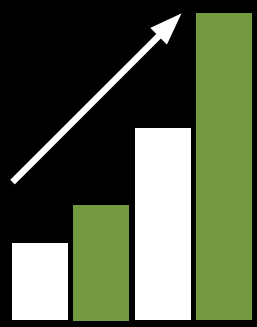
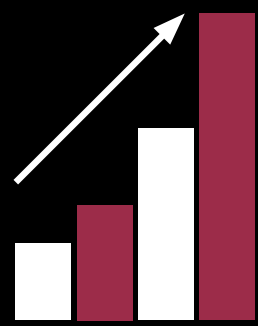
MATT SMITHERS
Head of Marketing & Fundraising

FINANCIAL SUMMARY

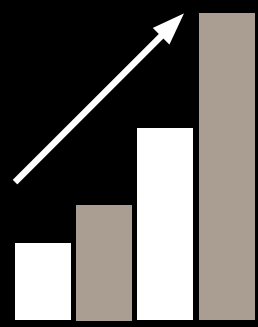
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IN INCOME



100% INCREASE
IN DONATIONS



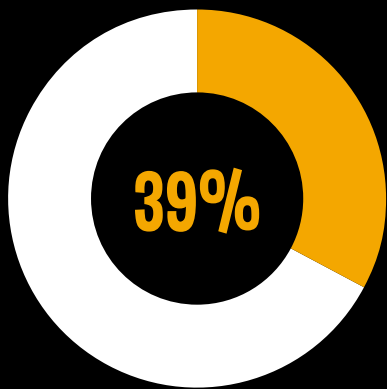
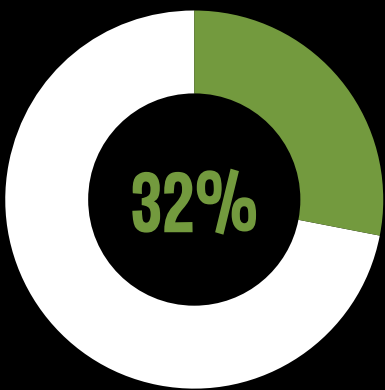
INCREASE IN
ADOPTIONS
OF 7% YOY



38% INCREASE IN
LEGACIES

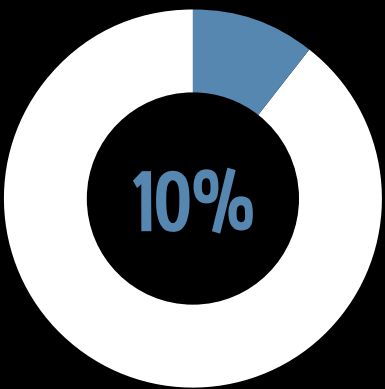
PERCENTAGE OF TOTAL INCOME

DONATIONS
AND GIFTS



LEGACIES

CORPORATES
AND TRUSTS



THANK YOU

Our work across the world to conserve and protect species in their natural habitats and rescue vulnerable wild animals from appalling captive conditions would not be possible without the continued compassion and generosity of our supporters.

DONATIONS £1,094,439

FUNDRAISING £242,616

GIFT AID £554,221

PROJECT GRANTS £22,036

PRIDE OF KENYA £5,107

OVERSEAS DONATIONS £8,915

WE RECEIVED

£1,927,334

IN DONATIONS AND GIFTS FROM OUR SUPPORTERS DURING THE YEAR.

If you would like to make a donation to support our work, visit www.bornfree.org.uk/donate

WE RECEIVED

£600,289

FROM CORPORATES & 'TRUSTS.

If you would like to partner with us, visit www.bornfree.org.uk/corporate-partners

£315,599 CORPORATE DONATIONS

£117,693 GRANTS

£166,997 TRUSTS

WE RECEIVED £2,389,687

IN LEGACIES.

If you would like to find out more about leaving us a gift in your Will, visit www.bornfree.org.uk/leave-a-legacy

Our supporters helped us Keep Wildlife in the Wild by sharing our news far and wide on social media. Thank you for every single like, comment, share, retweet and regram! If you would like to follow us on social media, visit:



@bornfreefoundation



@bornfreefoundation



@BornFreeFDN

2018–19 EXPENDITURE

CONSERVATION	£1,626,216
WELFARE	£1,457,982
POLICY	£336,340
EDUCATION	£154,379
BEHAVIOURAL CHANGE	£631,271
RAISING FUNDS	£2,101,777



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