

The Jane Goodall Institute (UK)

Annual Report and Financial Statements

Year Ended

31 December 2021

Charity Number 327858

The Jane Goodall Institute (UK)

Report and financial statements for the year ended 31 December 2021

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The Jane Goodall Institute (UK)

Reference and administrative information for the year ended 31 December 2021

Trustees

The Trustees at the date of this report are given below. Where the Trustee has not served throughout the financial year the date of appointment has been given:

| | Date of Appointment | Date of Resignation |
|--|----------------------------|----------------------------|
| Dr Jane Goodall DBE, Founder, the Jane Goodall Institute & UN Messenger of Peace Mary Lewis - Dr. Goodall's representative (Joint Chair from 9 September 2021 and Chair from 04/07/22) | | |
| Dr Roger Wood | 25 April 2022 | |
| Vincent Forestier (Chair) | | 9 September 2021 |
| Nicky Whitehead (Treasurer throughout & Joint Chair from 9 September 2021) | | 4 July 2022 |

Chief Executive Officer

Corinna McShane, MSc, FRGS, FRSA

Registered Charity Number

327858

Principal Office

Suite 2, M Shed, The Shipyard, Lymington, Hampshire SO41 3YL

Banker

National Westminster Bank Plc, 1 Princes Street, London, EC2R 8ZA

Independent Examiner

Price Bailey Chartered Accountants, 8th Floor Dashwood House, 69 Old Broad Street, London, EC2M 1QS

The Jane Goodall Institute (UK)

Trustees' annual report for the year ended 31 December 2021

The Trustees are pleased to present their report together with the financial statements of The Jane Goodall Institute (UK) ("the Institute") for the year ended 31 December 2021.

STRUCTURE, GOVERNANCE AND MANAGEMENT

Constitution and Governance

The Institute is a registered charity in England and Wales (Number 327858), an unincorporated association regulated by a declaration of trust dated 25 May 1988. Investment powers are limited to those available under charity legislation. The power of appointing new and additional Trustees is vested in the continuing Trustees.

The Institute is one of a network of international Jane Goodall Institutes ("JGIs") in 25 countries throughout Africa, the Americas, Asia and Europe - separate organisations working together to advance Dr Goodall's vision of a better future for people, other animals and the planet we share.

The Board of Trustees is the governing body of the organisation and has legal and financial responsibility for the charity. The Board determines strategic direction, with operational leadership of the charity delegated to the Chief Executive Officer (CEO) who joined in May 2021, Corinna McShane. The CEO leads the development and implementation of the Institute's long- and medium-term strategy and annual business plans in accordance with the strategic direction and policy framework agreed by the Trustees.

Trustee induction, training, and remuneration

On recruitment new Trustees hold calls or meetings with key individuals in the organization and are directed towards the applicable Charity Commission guidance on their legal role and responsibilities. Trustees have access to the induction materials used by the Jane Goodall Institute USA and plan to use that as a guideline in determining JGI UK specific materials. The trustees recognize the current need for additional trustees and plan to recruit new Trustees in line with identified skills needs.

All Trustees give their time freely and no Trustee remuneration was paid in the year.

Risks and mitigations

Trustees have considered the major risks faced by the Charity and have examined key controls over financial and operational systems and other business risks which the Charity faces and confirm that systems are in place to mitigate the significant risks. The Trustees have identified financial stability, income generation and reputational risk as being the principal risks facing the charity which the trustees are mitigating through the implementation and expansion of robust financial controls, increasing focus on income raising opportunities (including exploring the potential to recruit dedicated fundraising resource) and by partnering with organisations who share the Charity's commitment to conservation and sustainability.

During the year the CEO developed a Strategic Roadmap for 2022-2024 which was welcomed and approved by the Board, which aims to take the charity on a new journey of growth and to increase focus/support for JGI projects in Africa.

Principal Objectives

We refer to the guidance contained in the Charity Commission's guidance on public benefit when reviewing our aims and objectives and in planning our future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives they have set and as agreed within the 2002-2024 Strategic Roadmap.

The purpose of the Institute as specified in the Trust Deed is the advancement of education for the public benefit, of supporting study of research into wildlife and into conservation of wildlife in any part of the world, and the dissemination to the public of the result of such study and research. The Institute supports the delivery of a range of programmes both directly and indirectly through grants made to other Jane Goodall Institutes around the world.

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Trustees' annual report for the year ended 31 December 2021 (*continued*)

In particular to:

- support community conservation projects delivered by other JGIs in Africa that protect wild chimpanzees and include the needs of local people and the environment – an approach we call 'Tacare'.
- develop compassionate young change makers in the UK and UAE through our free environmental and humanitarian programme, Roots & Shoots
- support JGI sanctuaries for orphan chimpanzees illegally taken from the wild - Chimp Eden in South Africa and the Tchimpounga Chimpanzee Rehabilitation Centre in the Republic of Congo
- raise awareness in the UK of issues such as wildlife trafficking and tackling the irresponsible portrayals of chimpanzees on social media.
- share news about the chimpanzee families and on-going JGI scientific research into wild chimps in Gombe National Park, Tanzania. This work was started by Dr Jane Goodall, DBE in 1960 and continues to this day as the longest running wild chimpanzee study in the world.

ACHIEVEMENTS AND PERFORMANCE

We remain honoured that Dr Jane Goodall, DBE continues to be a member of the Board of Trustees since the charity was founded in 1988.

With the arrival of our new CEO in May 2021, as detailed in the "Plans for Future Periods" within last year's annual report, much work has taken place internally during the year to streamline existing/establish new internal processes and to support the staff team with training and development. This work will continue into 2022, including a review of the current team structure.

Following a very difficult 2020 for everyone, we were hoping that 2021 would see a return to some normality but a variety of different Covid 19 restrictions continued to be in place throughout much of the year. Once again, we would like to thank our staff team for their continued dedication to the charity and our Members, Chimpanzee Guardians and donors for their on-going support which is greatly appreciated by the Board.

The team at the Institute is small in comparison to many other UK conservation/environmental charities (with just 4.8 FTE in post during 2021) but it punches above its weight in terms of the scope and impact of its activities. All members of the team are home based primarily in London, with a small administration office run by our Office Administrator in Lympington, Hampshire.

Staff salaries are set by the Treasurer and Chair of the Board and approved by the other Trustees and are based on Trustees' wide sector knowledge and experience.

Fundraising

The Institute receives no government income and relies on the kind generosity of individuals and companies to help fund its work. The Institute's staff team seek support from individuals, companies and charitable trusts whenever possible, as it is without any full-time fundraising team resource.

The charity understands its duty to protect the public, including vulnerable people, from unreasonably intrusive or persistent fundraising approaches and undue pressure to donate.

As always, we remain hugely grateful to all those who so kindly remember the Institute in their wills. During 2021 we were touched to have been left a legacy donation by an individual totalling £78,405 - as detailed on page 7 the Board nominated to allocate 75% of this legacy income to JGI projects in Africa.

We were delighted to receive almost £20,000 gross income from the sale of auction lots we entered into a pan-Europe auction along with other JGIs.

The Institute launched its first Christmas appeal for many years in support of JGI projects in Senegal and South Africa (see page 7) which generated £2,500 in total (the funds were received partly in 2021 and partly in 2022).

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Trustees' annual report for the year ended 31 December 2021 (*continued*)

The Institute is hugely grateful to Board Member Dr Goodall DBE, for undertaking several online events and talks with UK based organisations during the year that helped generate £62,814 (2020 – £33,644) in donations to the charity.

As detailed in the “Plans for Future Periods” within last year’s annual report, the Institute’s merchandise provision was reviewed in 2021, with a view to reducing the range and outsourcing production/delivery where possible. We are very excited that a new sustainable supplier (Teemill) has been sourced to produce a range of tops and tote bags in 2022 (using unique JGI designs) from organic cotton using renewable energy in a factory audited by them for a wide range of social and sustainability criteria. Each item will be printed to order in the UK. All items will be GM/animal-derived products free, not tested on animals and sent in non-plastic packaging.

The Board is extremely grateful to Montessori; National Geographic Kids; St George’s House Windsor Castle; Stewart McPherson and the Don Hanson Charitable Foundation for their continued support of Roots & Shoots in the UK and the UAE.

DP World – a major new three-year partnership

In September 2021, the Institute was delighted to announce an exciting three-year partnership with DP World, focusing on supporting the growth of Roots & Shoots in the UAE/around the world and aiding the development of the Institute in the UK.

DP World are a global port, logistics, trade organisation headquartered in Dubai, with over 50,000 staff in 55 countries. DP World are committed to conservation and sustainability and have long term partnerships with a range of leading organisations including Tusk Trust, ZSL and United for Wildlife.

Much of the income from the first year’s grant payment from DP World in 2021 was carried forward for expenditure in 2022 (as detailed in the Accounts, £125,000 of this income is restricted). The Institute is very proud to have developed an Agreement with DP World that shares this income with other JGIs around the world - as such from the first-year grant payment, £25,000 was restricted to Roots & Shoots projects in Africa and another £25,000 restricted to Roots & Shoots projects around the world (excluding the UAE and Africa). As shown on page 26, this £50,000 expenditure was donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit, to distribute to Roots & Shoots projects around the globe. As per the Agreement with DP World, a further £18,750 was donated to the Jane Goodall Institute Global to cover the resource costs of managing the Roots & Shoots international growth programme.

The Board are very grateful for DP World’s very generous support.

Membership and Chimpanzee Guardianship

For many years the Institute has encouraged its supporters to become Chimpanzee Guardians to support the work of the JGI Tchimpounga Chimpanzee Rehabilitation Centre in the Republic of Congo (see below) and this remains a priority for the charity. In 2021, the Trustees continued with the policy of allocating 100% of Chimpanzee Guardianship income to support the Tchimpounga sanctuary. After a pleasing increase in Membership and Chimpanzee Guardianship numbers during 2020 (perhaps a reflection of individuals becoming increasingly connected with nature during the pandemic), 2021 sadly saw a decline in related income (£7,335 in 2021 versus £11,489 in 2020) as many new Members and Guardians did not renew their commitment for another year.

As detailed in the “Plans for Future Periods” within last year’s annual report, the efficacy of operating a Membership scheme was reviewed in 2021. We are so grateful to all Members that have kindly supported us over many years but sadly it is no longer cost effective to continue this scheme. As such we have made the difficult decision to close Membership in 2022 but we hope that Members will wish to continue to support the Institute as either donors or Chimp Guardians.

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Last year's "Plans for Future Periods" also included exploring the redevelopment of the Chimpanzee Guardian programme, increasing benefits to symbolic adopters. An exciting new Chimp Guardian programme will be launched in 2022, including new chimpanzees for symbolic adoption and an enhanced range of benefits digitally delivered to reduce our impact on the environment.

Tchimpounga – a safe haven for rescued chimpanzees

For many years the Institute has proudly supported the Tchimpounga Chimpanzee Rehabilitation Centre run by *the Jane Goodall Institute, Republic of Congo*, via our Chimpanzee Guardian programme which offers symbolic adoptions of rescued chimps. Often orphaned by the international commercial bushmeat and pet trades, these chimpanzees receive expert care and rehabilitation by Tchimpounga's staff and are integrated into new chimpanzee families.

Tchimpounga is surrounded by 129,000 acres of dense rainforest and savannah. Founded in 1992 it is one of the largest chimpanzee sanctuaries in Africa having provided care to more than 200 individuals since it opened. Chimpanzees are cared for at a main sanctuary site, as well as three forested islands (Tchibebe, Tchindzoulou, and Ngombe) chosen for the natural protection they provide. The undisturbed forests of the islands provide a wealth of food and habitat to support healthy, secure living in a near-wild environment for the chimpanzees who are released there.

No two chimpanzee stories at Tchimpounga are the same. Staff carefully assess and monitor the health of each individual, while also learning their patterns of behaviour and personality. Individual care plans are developed for each chimpanzee while supporting and ensuring their welfare as they are integrated into communities of other chimps, most of whom are unrelated to one another.

During 2021, the Institute donated £11,915 (of which £8,117 related to 2020) to Tchimpounga and raised awareness of the sanctuary's work to Members, Chimp Guardians, supporters and the public throughout the year.

Supporting chimpanzees and communities in Africa

Since 1988 the Institute has been spreading hope and turning it into meaningful positive impact to create a better world for people, other animals and the planet we share.

In recent years, the priority focus for the Institute has been delivering our environmental and humanitarian programme for young people, Roots & Shoots in the UK and the UAE, and supporting the JGI Tchimpounga sanctuary through our Chimp Guardian programme. Other JGI projects in Africa have also been supported financially when possible, on an ad-hoc basis.

The Institute's new CEO joined in May 2021 with a remit from Dr Goodall and the Board to take the charity on a new journey of growth and to increase focus and support for JGI projects in Africa. As detailed in the "Plans for Future Periods" within last year's report, Senegal and South Africa were identified by the Board of Trustees as priority support areas to support in 2021 and beyond. As such, when the Institute received a very kind legacy donation (totalling £78,405), the Board nominated to donate 75% of this income to the following projects 50/50:

- **Senegal:** helping to protect the Critically Endangered Western chimpanzee in Senegal and reversing deforestation through community led initiatives. Our sister organisation '*Instituto Jane Goodall*' (*the Jane Goodall Institute Spain*) operates with a local field team in the Kédougou region of south eastern Senegal and across the border, in northern Guinea using the Tacare community conservation approach developed by Dr Jane Goodall.
- **South Africa:** supporting the Chimp Eden sanctuary, run by the *Jane Goodall Institute South Africa* providing a safe haven for rescued chimps from across Africa. Established in 2006 whilst South Africa is not in the chimpanzee range, this special sanctuary is home to chimpanzees rescued from across Africa who have survived the bush meat trade, been orphaned, sold in illegal pet markets, or used as entertainment in circuses, beach resorts and night clubs.

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In addition to the above legacy income, the Institute also launched its first Christmas appeal for many years in support of the above two projects which generated £2,500 in total. Together with further donations from private individuals, this Institute was delighted to donate a total of £34,390 in 2021 to the Instituto Jane Goodall and a total of £33,890 in 2021 to the Jane Goodall Institute South Africa for the above projects

As detailed on page 4 in September 2021, the Institute was delighted to announce an exciting three-year partnership with DP World, focusing on supporting the growth of Roots & Shoots in the UAE/around the world and aiding the development of the Institute in the UK. The Institute is very proud to have developed an agreement with DP World that shares this income with other JGIs around the world, as such £25,000 from the first-year grant payment will be allocated to Roots & Shoots projects in Africa as per the Agreement with DP World, these funds were donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit, to distribute to Roots & Shoots projects in Africa.

Jane Goodall's Roots & Shoots - a global movement of compassionate young change-makers

Roots & Shoots is a worldwide movement across more than 60 countries empowering young people to deliver meaningful positive impact in their local communities. In 2021, the Roots & Shoots programme had more than 10,000 groups around the world involving more than one million people.

Roots & Shoots is one of the Institute's core programmes which we directly deliver in the UK and the UAE. The programme empowers young people to become involved in hands on projects to benefit their local community, animals (including domestic animals) and the environment leading them to become better, more informed global citizens.

The programme in the UK started with a pilot programme of 30 schools before being launched nationally in 2007. Over 1,400 schools and colleges have taken part in Jane Goodall's Roots & Shoots activities. The reach of the programme extends beyond young people to include parents, family and friends, local businesses and communities.

Through participation in group activities at schools, colleges, universities and in the wider community, the Jane Goodall's Roots & Shoots programme helps young people develop transferable skills including relationship building, teamwork, leadership, planning and life skills such as respect, confidence and compassion. As a result, young people are more aware, better informed and more proactive in their influence on their environment through involvement with the programme. Through their informed and passionate decisions, they are contributing impactful projects both in their local communities and on a Global scale, making a significant difference to the lives of people, animals and the environment as a whole.

As detailed on page 6, in September 2021 the Institute was delighted to announce a major three-year partnership with DP World focusing on supporting the growth of Roots & Shoots in the UAE/around the world and aiding the development of the Institute in the UK.

The Jane Goodall's Roots & Shoots programme communicates with young people using a wide variety of media including traditional communications through websites, newsletters and school resource packs, both physical and online versions, and increasingly through the use of social media including Twitter, Instagram and Facebook. Communications are undertaken directly and in conjunction with our partners such as National Geographic Kids, St George's House Windsor Castle, RSPCA, Montessori, Earthwatch, Theatre in a Box, Don Hanson Charitable Foundation, Leicester Council and the Times Educational Supplement.

Covid-19 proved extremely challenging for the education sector, with schools being closed for the duration of the pandemic. To support our members, and keep the programme active and relevant, we created our 'Roots & Shoots at Home' and 'Planning My Local Area' resources, and encouraged the 'Roots & Shoots 30' activities to honour the 30th anniversary of the founding of Roots & Shoots. Online workshops were delivered to interested schools and universities and we worked remotely to prepare for three key events – Roots & Shoots 30th Anniversary; Dr Jane Goodall's Birthday and our Annual Awards which was held on-line for the first time in our history and included a Twinning event involving winning schools from the UAE.

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Of course, Covid-19 impacted the volume of work and projects that could be undertaken by students, but overall, we kept the spirit of the programme alive and used the time to highlight the importance of respecting the environment and continuing activities in parks, green spaces and gardens within pandemic and lockdown restrictions. The Pandemic also created the opportunity to educate our members on the implications of species and habitat destruction; the transfer of zoonotic diseases and live/wet markets; and the importance of respecting these boundaries even more so than ever before.

The Twinning Programme between UK & UAE Roots & Shoots schools continued. Covid-19 had an impact as students had to study remotely and interschool group calls could not take place in the same way. However, there are a good number of school matches that will be reconnected in the next academic year in 2022, when we will also be taking part in a JGI Pen Pal programme between UK schools and schools in Tanzania.

A small sample of the projects through which Jane Goodall's *Roots & Shoots* help young people make a difference to their environment include:

- *Springwatch* – by recording and studying the first appearance of birds, animals, insects and plants in the spring and seeing if these have changed over time, we can explore why this might be. This provides a basis for understanding the connections in nature and for discussions on climate change, it's effect on the world around us and how we have an impact on these changes.
- *Forest Activity* – examining woodlands and forests and understanding how they affect animals, people and the environment. Determining what might be done to reduce deforestation and protect the woodlands and forests around us.
- *Iceworld Activity* - identifying the difficulties wildlife can face during cold weather and how students might be able to help them through these adversities. This activity enables young people to have a beneficial impact on local wildlife through small and simple steps from which they can clearly see the positive effect of their actions.

New Roots & Shoots resources are written every year in keeping with environmental challenges and trends and the issues that need addressing. Examples for the UK in 2021 included:

- *Climate Letters* – by learning about climate change and the UN COP conferences, students identify a locally important business that they can write a letter to in order to ask about the action they are taking to be more environmentally friendly.
- *My Local Trail* – students explore their local area in more depth to find the best spots to see the wildlife living around them and plan a walk that encompasses these areas. They can investigate further by asking older people they know who have lived in the area for some time about how the local environment has changed over the years.
- *The Journey of Wood* – in partnership with Montessori, students explore the journey of wood - from the forest to the products we use. Students learn about types of forests and the trees that grow within them, what different wood is used for, and how it is transported across the world. Covering habitats, sustainability, ethics, human and physical geography, science, English and maths.

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A number of new resources were also written for our Roots & Shoots twinning programme in the UAE;

- *Lessons From A Pandemic*: 2020 was extremely challenging worldwide, as we witnessed the rise of a new and deadly disease, COVID-19. Countries fought this pandemic with a range of measures including wearing masks and social distancing. In the latter part of 2021, with effective vaccines in the UAE and declining cases, students were asked to explore the lessons learnt from responses to the pandemic and how to help keep us all healthier in the future.
- *Power Up!* Every year the world uses more electricity, with much of it generated by burning fossil fuels. To combat climate change we need to switch to using renewable sources instead. In this resource students looked at solar, hydroelectric and wind power and were asked to make a model wind turbine that powers an LED light.
- *Eco-eating*: By 2050, an estimated 10 billion people will live on Earth. To provide them with a healthy diet, eating habits need to change. Students were asked to examine the choices they can make to reduce their impact as well as being healthier. In this resource they discover which foods are worst for the planet and think about how they could change their diet to benefit our planet as well as our own health.
- *Mars on Earth*: On 9 February 2021 the UAE became the first Arab country to successfully enter a space probe into orbit around Mars. In this resource students explore the probe's mission, what they know about the conditions on Mars and compare them to conditions here on Earth.

Profile raising

Despite the Institute lacking dedicated marketing or communications staff (or agency support) the Institute's new CEO brings much expertise in this area, so during the year a significant amount of progress was made. As detailed in the "Plans for Future Periods" within last year's report, during 2021 key messages were reviewed/updated and existing communications channels were refreshed and revitalized. A new integrated social media planning and delivery approach was developed to promote the same messaging/call to action across the various different Institute channels, including Roots & Shoots in the UK and the UAE.

During the year our social media presence improved due to increased posting, enhanced content and the launch of a new LinkedIn page. Although in terms of absolute follower numbers the Institute lags behind some other charities, the year-end percentage increase is encouraging, and it is hoped this trend will continue into 2022. The Board acknowledges that raising awareness and increasing engagement is key to growth, so it is committed to investing in the recruitment of a new marketing & communications officer next year.

The final quarter of the year was dominated in a very positive way by the launch of Dr Goodall's new book in October 2021 - *"The Book of Hope: A Survival Guide for Trying Times"*. The CEO worked very closely with the Office of the Founder and the publishers to support delivery of the largest UK media campaign ever generated for any of Dr Goodall's many books. An immense amount of coverage was generated during this period, significantly helping to increase awareness of Dr Goodall and the charity in the UK. During this period Dr Goodall was:

- the focus of a *Time* magazine cover and feature
- guest editor of the New Year's Eve edition of the *Today Programme on Radio 4*
- the focus of a *Guardian G2* multi-page feature & cover
- interviewed by *Fearne Cotton* for her *Happy Place* podcast
- the focus of a *Radio 4* play – *In the Shadow of Man*
- interviewed on *Radio 2's Good Morning Sunday show*
- interviewed by *Chatham House*
- the focus of a multi-page feature in the best-selling Christmas edition of *Good Housekeeping*
- interviewed by *The Sunday Times*
- interviewed by *Jack Harries* for his documentary series, *Seat at the Table*
- interviewed on *Lauren Laverne's Radio 6 show*
- the focus of a multi-page feature in *Science & Nature Junior*
- interviewed on *Channel 4 News* and *Sky's Daily Climate Show*
- interviewed in the *Ecologist*

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During the year planning was also undertaken in preparation to rebrand the charity and develop a new website in 2022.

Campaigning & policy activity

There are 25 Jane Goodall Institutes around the world working together to advance Dr Goodall's vision of a better future for people, other animals and the planet we share. In 2019, JGIs around the world joined forces to launch our first global campaign – *Forever Wild*, aiming at tackling the irresponsible portrayals of chimpanzees on social media. During 2021, the Institute raised awareness of related issues such as wildlife trafficking. The *Forever Wild* campaign will have an increased focus within our new website which will launch next year.

The CEO worked very closely with the Office of the Founder and the organisers of COP 26 to explore opportunities for the Institute to become involved with the climate change summit taking place in the UK at the end of 2021. In July 2021, to mark 100 days from the opening of the event, Dr Goodall was honoured to be appointed an official '*COP26 Advocate*' to help raise awareness about the need for climate action globally and to highlight the work that needs to be done to protect the planet for future generations. As part of this role, Dr Goodall who was isolating due to Covid precautions, took part in several virtual sessions of the COP 26 summit and a number of media activities relating to the event.

Dr Jane Goodall DBE

Dr Jane Goodall, DBE, Founder of the Jane Goodall Institute and UN Messenger of Peace, is a world-renowned ethologist and conservationist inspiring greater understanding and action on behalf of the natural world.

Dr Goodall is known for her ground-breaking studies of wild chimpanzees in Gombe Stream National Park, Tanzania, which forever changed our understanding of our relationship to the rest of the animal kingdom. This transformative research, begun in 1960, continues today as the longest running wild chimpanzee study in the world.

Dr Goodall's work builds on scientific innovations, growing a lifetime of advocacy including trailblazing efforts through the Jane Goodall Institute which has Institutes in 25 countries advancing community-led conservation, animal welfare, conservation science, and youth empowerment. Dr Goodall is growing the next generation of compassionate changemakers through her 'Roots & Shoots' environmental and humanitarian youth programme, now active in over 65 countries.

In 2021 Dr Goodall continued to connect with worldwide audiences, despite the challenges of the pandemic, through 'Virtual Jane' including remote lectures, recordings, and her podcast, the "Jane Goodall Hopecast." During the year, Dr Goodall also published her latest book, "*The Book of Hope: A Survival Guide for Trying Times*" in numerous countries and multiple languages (see page 10) page

In 2021 Dr Goodall was humbled to be the recipient of the *Templeton Prize* which honours individuals whose exemplary achievements harness the power of the sciences to explore the deepest questions of the universe and humankind's place and purpose within it. Celebrating Dr. Goodall's outstanding achievements and global impact in the realms of science and conservation, the Templeton Prize affirms her role as a singular figure of the last century catalysing positive change on an international scale. Due to pandemic restrictions, the presentation of the prize by the US based *The John Templeton Foundation* will take place in 2022, in London.

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for the year ended 31 December 2021 (*continued*)

PLANS FOR FUTURE PERIODS - 2022

In line with the Institute's strategic roadmap for 2022-2024, activity will be based around the following main areas in 2022:

Strengthening the foundations for increased growth

- Continued streamlining of internal processes
- Supporting the staff team with on-going training and development
- Reviewing the structure of the team to focus on a drive for growth
- Rebranding the charity
- Developing a new website
- Recruiting new Trustees in line with identified skills needs

Income Generation

- Supporting delivery of the major new partnership with DP World
- Reviewing and redeveloping the supporter database
- Exploring the potential to recruit dedicated fundraising resource to maximise opportunities in this area
- Prioritising applications for corporate partnerships/charity of the year opportunities
- Enhancing the supporter journey with increased engagement and a new bi-monthly supporter e-newsletter sent electronically
- Streamlining online donation and Gift Aid procedures, to improve the donor journey and reduce internal processing time
- Closing down the Membership Scheme, ideally retaining Members as donors or Chimp Guardians.
- Redeveloping the Chimp Guardian programme, with increased benefits to symbolic adopters
- Reviewing and enhancing the Institute's merchandise range

Profile raising

- Recruiting a marketing & communications officer
- Exploring the potential to leverage awareness via the charity's 35th anniversary in 2023
- Working closely with the Office of the Founder to support key events/media activity with Dr Goodall taking place in and/or virtually from the UK
- Supporting delivery of the Templeton Prize event in London by the US based The John Templeton Foundation
- Delivering a flagship public event in London with Dr Goodall, raising funds for the Institute
- Further improving the Institute's social media presence
- Continuing to manage re-active press enquiries and seeking pro-active opportunities to engage with UK media

Community led conservation/JGI chimpanzee sanctuaries

- Increasing the focus on support for JGI projects in Senegal and South Africa by prioritising this work within the Institute's new website launching in 2022
- Supplying financial grants (subject to income) for JGI projects in Senegal and South Africa when possible
- Continuing to support the Tchimpounga Chimpanzee Sanctuary through the Institute's Chimpanzee Guardianship income.

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Campaigning/Policy

- Supporting JGI global campaigns relating to animal welfare, conservation and environmental protection
- Increasing UK promotion of the global JGI campaign, Forever Wild to supporters and the public
- Working together with key conservation/wildlife/climate change partners to raise awareness of and supporter engagement with issues of relevance to the Institute when possible subject to capacity

Roots & Shoots development

- Reviewing the staff structure of Roots & Shoots with a view to increasing resource if possible, to enable growth
- Increasing the number of Roots & Shoots groups in the UK
- Implementing projects funded by DP World, including the creation of new resources in the areas of sustainable shipping, ocean Life and commercial fishing
- Delivering the annual awards events in both the UK and the UAE
- Developing the Roots & Shoots programme in selected universities
- Increasing Roots & Shoots awareness and engagement via social and other media
- Expanding the Twinning programme between the UK and UAE
- Exploring opportunities for additional long-term funding of the programme in the UK and UAE

FINANCIAL REVIEW

Due to on-going Covid restrictions this has been another very challenging year for everyone. Once again, we have seen an uplift in our 2021 income compared to the previous year, largely in thanks to year one of the grant from DP World (see page 26).

During the year the Institute's programme of grants to other Jane Goodall Institutes in Africa and expenditure increased to £430,367 (2020 - £256,728) against its income of £594,365 (2020 - £316,454). This resulted in a surplus for the year of £163,998 (2020 - £59,726 surplus), however a large proportion relates to the residue of the grant income from DP World carried forward for spending in 2022. The accumulated funds at 31 December 2021 amount to £384,779 (2020 - £220,781).

The Trustees have continued to commit more of the Institute's expenditure each year to charitable activities than is spent on its fundraising and overheads. The Institute continues to closely monitor expenditure and to minimise costs incurred other than those directly related to charitable activities. Expenditure on charitable activities for the year amounts to £386,083 (2020 - £199,698) and other expenditure to £44,284 (2020 - £57,030).

Reserves policy

It is the policy of the Institute to hold unrestricted funds, its free reserves, equivalent to between six- and twelve-month's unrestricted expenditure, so as to provide only such funds as are necessary to cover management and administration costs, both planned and unforeseen, and to cover project costs.

At the balance sheet date, the Institute held unrestricted funds of £356,120 (2020: £207,664). This represents 16 months of unrestricted expenditure at 2021 levels.

The Jane Goodall Institute (UK)

Trustees' annual report for the year ended 31 December 2021 (*continued*)

Trustees' responsibilities in relation to the financial statements

Law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the charity's financial activities during the year and of its financial position at the end of the year. In preparing those financial statements, the Trustees are required to:

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

The Trustees are responsible for keeping accounting records which disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

This report has been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (issued in October 2019).

The annual report on pages 3 to 14 was approved by the trustees, as a body, and signed on their behalf by:

Mary Lewis

The Jane Goodall Institute (UK) _2021
Approved by Mary Lewis (Oct 31, 2022, 3:54pm)

Trustee

Date: 31 Oct 2022

The Jane Goodall Institute (UK)
Independent examiner's report
To the Trustees of The Jane Goodall Institute (UK)

I report to the trustees on my examination of the accounts of The Jane Goodall Institute (UK) ("the Institute") for the year ended 31 December 2021, which are set out on pages 16 to 29.

This report is made solely to the charity trustees, as a body, in accordance with Regulation 31 of the Charities (Accounts and Reports) Regulations 2008. My work has been undertaken so that I might state to the charity's trustees those matters I am required to state to them in an independent examiner's report and for no other purpose. To the fullest extent permitted by law, I do not accept or assume responsibility to anyone other than the charity's trustees as a body, for my work, for this report, or for the statement I have made.

Responsibilities and basis of report

As the charity trustees of the Institute, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the Institute's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent Examiner's Statement

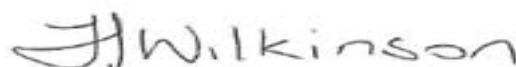
Since the Institute's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm I am qualified to undertake the examination because I am a member of the Institute of Chartered Accountants in England and Wales, which is one of the list bodies. I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe:

- 1 accounting records were not kept in respect of the Institute as required by section 130 of the Act; or
- 2 the accounts do not accord with those records; or
- 3 the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
- 4 the accounts have not been prepared in accordance with the methods and principles of the Statement of Recommended Practice for accounting and reporting by charities applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102).

I have no concerns and come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Helena Wilkinson FCA DChA

Date: 31 October 2022



Tennyson House
Cambridge Business Park
Cambridge
CB4 0WZ

The Jane Goodall Institute (UK)

Statement of Financial Activities for the year ended 31 December 2021

| | Notes | Unrestricted funds £ | Restricted funds £ | Total 2021 £ | Unrestricted funds £ | Restricted funds £ | Total 2020 £ |
|---|-------|----------------------------|--------------------------|--------------------|----------------------------|--------------------------|--------------------|
| Income from: | | | | | | | |
| Donations and legacies | 2 | 265,118 | 57,855 | 322,973 | 144,994 | 117,284 | 262,278 |
| Charitable Activities | 3 | 125,000 | 125,000 | 250,000 | 33,664 | - | 33,664 |
| Other trading activities | 4 | 20,867 | 500 | 21,367 | 20,364 | - | 20,364 |
| Investments | | 25 | - | 25 | 136 | 12 | 148 |
| | | <u>411,010</u> | <u>183,355</u> | <u>594,365</u> | <u>199,158</u> | <u>117,296</u> | <u>316,454</u> |
| Expenditure on: | | | | | | | |
| Raising funds | 6 | 43,211 | 1,073 | 44,284 | 55,881 | 1,149 | 57,030 |
| Charitable activities | 7 | 219,343 | 166,740 | 386,083 | 67,227 | 132,471 | 199,698 |
| | | <u>262,554</u> | <u>167,813</u> | <u>430,367</u> | <u>123,108</u> | <u>133,620</u> | <u>256,728</u> |
| Net Income/Expenditure | | 148,456 | 15,542 | 163,998 | 76,050 | (16,324) | 59,726 |
| Transfers between funds | | - | - | - | (21,587) | 21,587 | - |
| Net movement in funds for the year | | 148,456 | 15,542 | 163,998 | 54,463 | 5,263 | 59,726 |
| Reconciliation of funds | | | | | | | |
| Total funds brought forward | | 207,664 | 13,117 | 220,781 | 153,201 | 7,854 | 161,055 |
| Total funds carried forward | | 356,120 | 28,659 | 384,779 | 207,664 | 13,117 | 220,781 |

The notes on pages 19 to 29 form part of these financial statements.

The Jane Goodall Institute (UK)

Balance sheet at 31 December 2021

| Charity number 327858 | Note | 2021 £ | 2021 £ | 2020 £ | 2020 £ |
|---|-------------|-----------------------|-----------------------|-------------------|-------------------|
| Fixed assets | | | | | |
| Tangible assets | 12 | | 3,694 | | 3,390 |
| Current assets | | | | | |
| Stock | 13 | 11,454 | | 8,029 | |
| Debtors | 14 | 7,290 | | 13,177 | |
| Cash at bank and in hand | | 389,556 | | 227,982 | |
| | | <u>408,300</u> | | <u>249,188</u> | |
| Creditors: amounts falling due within one year | 15 | 27,215 | | 31,797 | |
| Net current assets | | | <u>381,085</u> | <u></u> | 217,391 |
| Net assets | | | <u>384,779</u> | <u></u> | 220,781 |
| Funds | | | | | |
| Restricted funds | 16 | | 28,659 | | 13,117 |
| Unrestricted funds | 17 | | 356,120 | | 207,664 |
| Total funds carried forward | | | <u>384,779</u> | <u></u> | 220,781 |

The financial statements on pages 16 to 29 were approved by the Trustees, as a body, and signed on their behalf by:

Mary Lewis

The Jane Goodall Institute (UK) _2021
Accounts to Sign (Oct 31, 2022, 3:54pm)

Mary Lewis
Trustee

Date: 31 Oct 2022

The notes on pages 19 to 29 form part of these financial statements.

The Jane Goodall Institute (UK)
Statement of Cash Flows

For the year ended 31 December 2021

| | Notes | 2021 (£) | 2020 (£) |
|---|-------|----------------|----------------|
| Cash flow from operating activities | | | |
| Net cash flow from operating activities (see below) | | 163,630 | 59,678 |
| Cash flow from investing activities | | | |
| Dividends, interest and rents from investments | | 25 | 148 |
| Purchase of tangible assets | 12 | (2,081) | (4,264) |
| | | 161,574 | 55,562 |
| Change in cash and cash equivalents in the year | | | |
| Cash and cash equivalents brought forward | | 227,982 | 172,420 |
| | | 389,556 | 227,982 |
| Reconciliation of net movement in funds to net cash flow from operating activities | | | |
| Net income for the year as per Statement of Financial Activities | | 163,998 | 59,726 |
| Adjustment for: | | | |
| Depreciation charges | 12 | 1,777 | 874 |
| Dividends, interest and rents from investments | | (25) | (148) |
| (Increase)/decrease in stock | 13 | (3,425) | (1,147) |
| (Increase)/decrease in debtors | 14 | 5,887 | (6,236) |
| Increase/(decrease) in creditors | 15 | (4,582) | 6,609 |
| | | 163,630 | 59,678 |

Analysis of changes in net debt

| | At 1 Jan 2021 | Cashflows | At 31 Dec 2021 |
|----------------------------------|----------------|----------------|----------------|
| Cash and cash equivalents | | | |
| Cash | 227,982 | 161,574 | 389,556 |
| Borrowings | | | |
| Debt due within one year | 10,130 | - | 10,130 |
| Total | 217,852 | 161,574 | 379,426 |

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2021

1 Accounting policies

The principal accounting policies are set out below. The accounting policies have been adopted consistently throughout the year.

Basis of accounting

The financial statements have been prepared under the historical cost convention.

The reporting currency of the charity is £ and the accounts have been rounded to the nearest whole £.

The financial statements have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) effective 1 January 2019, the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102) and the Charities Act 2011.

The financial statements have been prepared to give us a “true and fair” view and have departed from the Charities (Accounts and Reports) Regulations 2008 only to the extent required to provide a “true and fair view”. This departure has involved following Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014 rather than the Accounting and Reporting by Charities: Statement of Recommended Practice effective from April 2005 which has since been withdrawn”.

The trust constitutes a public benefit as defined by FRS 102.

Going concern

In line with similar organisations, the charity relies on securing funding each year to meet its charitable expenditure. The Trustees have considered cash flow requirements for the period to the end of 2023 and believe the charity can meet its commitments for this period. Accordingly, the Trustees consider it appropriate to prepare the accounts on the going concern basis.

Funds employed

All funds employed must be expended in furtherance of the charitable objects of the Institute.

Unrestricted funds are funds which the Trustees are free to use for any purpose in the furtherance of the Charitable Objectives.

Restricted funds may only be used for the particular purpose where this is specified by the donors or when funds are raised for a particular purpose.

Designated funds represent amounts set aside by the Trustees for a particular purpose. They form part of the charity's unrestricted funds and may be reallocated.

The nature and purpose of each of the funds are set out in note 16.

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2021 (*continued*)

Income

All income is recognised once the charity has entitlement to the income, it is probable that the income will be received, and the amount of income receivable can be measured reliably.

Donations are typically recognised when received, being the point at which the three criteria for income recognition above are met. Income from grants is recognised when there is evidence of entitlement, receipt is probable and its amount can be measured reliably, unless it relates to a specific future period, in which case it is deferred.

In the event that a donation or grant is subject to conditions that require a level of performance before the charity is entitled to the funds, the income is not recognised until either those conditions are fully met, or the fulfilment of those conditions is wholly within the control of the charity, and it is probable that those conditions will be fulfilled in the reporting period.

Legacy gifts are recognised on a case-by-case basis following the granting of probate when the administrator/executor for the estate has communicated in writing both the amount and settlement date. In the event that the gift is in the form of an asset other than cash, or a financial asset traded on a recognised stock exchange, recognition is subject to the value of the gift being reliably measurable with a degree of reasonable accuracy and the title to the asset having been transferred to the charity.

Interest on funds held on deposit is included when receivable and the amount can be measured reliably by the charity; this is normally upon notification of the interest paid or payable by the bank.

Expenditure recognition

Expenditure is included on an accruals basis. Liabilities are recognised as soon as there is a legal or constructive obligation committing the Charity to that expenditure, it is probable that settlement will be required, and the amount of the obligation can be measured reliably.

Irrecoverable VAT is treated as part of the expense to which it relates.

Grants payable are charged in the year when the offer is conveyed to the recipient except in those cases where the offer is conditional, such grants being recognised when the conditions attached are fulfilled. Grants offered subject to conditions which have not been met at the year-end are noted as a commitment but not accrued as expenditure.

Support costs comprise management and administration costs for the running of the charity.

The rental charges of operating leases are taken to the Statement of Financial Activities as incurred.

Allocation of support and governance costs

Support costs and governance costs have been allocated between fundraising and charitable activities. Governance costs comprise all costs involving the public accountability of the charity and its compliance with regulation and good practice (these costs include costs related to the independent examiner and legal fees).

The Trustees have reviewed and updated in comparison to previous years, cost allocations for 2021 and used the following bases to allocate costs between Fundraising and Charitable Activities as follows:

- *Staff costs* – allocated to fundraising activities and raising funds based on the % of time spent by individual staff members
- *Office and administration costs* – 22.3% Fund Raising and 77.7% Charitable Activities
- *Rent* – 22.3% Fund Raising and 77.7% Charitable Activities
- *Insurance* – 22.3% Fund Raising and 77.7% Charitable Activities
- *Governance costs* – 100% Charitable Activities

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2021 (*continued*)

Charitable activities

The charitable activities of the organization include:

- **Africa Community Conservation & Chimp Sanctuaries:** supporting community conservation projects delivered by other JGIs in Africa and supporting JGI sanctuaries in Africa for orphan chimpanzees illegally taken from the wild
- **Roots & Shoots UK & UAE:** delivering the environmental and humanitarian educational programme for young people in the UK and the UAE
- **Awareness, Campaigning & Policy Activity in the UK:** the charity also undertakes activities promoting awareness, undertaking campaigning and developing policy initiatives in the UK.
- **Roots & Shoots International Growth** - as detailed on page 6, the Institute received £125,000 of restricted funding in 2021 from DP World, of which £68,750 was donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit. As per the Agreement with DP World, £25,000 was restricted to Roots & Shoots projects in Africa, £25,000 restricted to Roots & Shoots projects around the world (excluding the UAE and Africa) and £18,750 to cover the resource costs of managing this programme.

Costs of charitable activities include grants made, direct costs of delivering projects and an apportionment of support and governance costs.

Fixed assets

Fixed assets are included in the balance sheet at their cost to the Institute until fully depreciated, when they are written off. Assets costing less than £50 are not capitalised. Depreciation is provided on a straight-line basis, over a period estimated to write off each asset over the term of its useful life.

- Computer Equipment - 3 years
- Office Equipment - 5 years
- Website - 3 years

Stock

Stock, which represents books and merchandise, is valued at the lower of cost and net realisable value.

Foreign currency

Foreign currency transactions of the Institute are translated at the rates ruling when they occurred. Foreign currency monetary assets and liabilities are translated at the rates ruling at the balance sheet dates. Any differences are taken to the profit and loss account.

Pensions

Contributions to the Institute's defined contribution pension scheme are dealt with in the Statement of Financial Activities in the year in which they become payable. The assets of the scheme are held separately from those of the Institute in an independently administered fund.

Leased assets

Office rent is charged to the profit and loss account on a straight-line basis over the term of the lease.

The Jane Goodall Institute (UK)

Notes forming part of the financial statements
for the year ended 31 December 2021 (*continued*)

2 Income from donations and legacies

| | Unrestricted funds £ | Restricted funds £ | 2021 £ | 2020 £ |
|---|----------------------------|--------------------------|----------------|----------------|
| Membership subscriptions | 4,211 | 840 | 5,051 | 7,049 |
| Legacies | 81,811 | - | 81,811 | 98,016 |
| Donations | 114,935 | 54,578 | 169,513 | 151,773 |
| Donations in lieu of Speaker Income* | 62,766 | 48 | 62,814 | - |
| Guardianship programme | - | 2,284 | 2,284 | 4,440 |
| The Peak Society | 1,395 | 105 | 1,500 | 1,000 |
| Total | 265,118 | 57,855 | 322,973 | 262,278 |

*A review of income received from speaker events was undertaken during the year and it was determined that the income was in the form of donations rather than earned income as categorised in 2020.

3 Income from charitable activities

| | Unrestricted funds £ | Restricted funds £ | 2021 £ | 2020 £ |
|-----------------------|----------------------------|--------------------------|----------------|---------------|
| Provision of services | 125,000 | 125,000 | 250,000 | - |
| Speaker Income | - | - | - | 33,664 |
| Total | 125,000 | 125,000 | 250,000 | 33,664 |

4 Income from other trading activities

| | Unrestricted funds £ | Restricted funds £ | 2021 £ | 2020 £ |
|--|----------------------------|--------------------------|---------------|---------------|
| Presentations and events | 18,755 | 500 | 19,255 | 17,699 |
| Proceeds of sale of books and merchandise | 2,112 | - | 2,112 | 2,665 |
| Total | 20,867 | 500 | 21,367 | 20,364 |

The Jane Goodall Institute (UK)

Notes forming part of the financial statements
for the year ended 31 December 2021 (continued)

5 Support costs

The breakdown support costs of the charity and how these were allocated between fund raising and charitable activities is shown below.

These costs have been apportioned across the work of the charity on the basis disclosed in note 1 (the fundraising % has been lowered in 2021 in comparison to previous years) and allocated to each of the charity's activities as set out in note 7b:

| | Raising Funds | Charitable Activities | Total | Raising Funds | Charitable Activities | Total |
|--------------------------------|---------------|-----------------------|----------------|---------------|-----------------------|---------------|
| | £ | £ | 2021 £ | £ | £ | 2020 £ |
| Support Cost Allocation | | | | | | |
| Staff costs | 8,392 | 50,962 | 59,354 | 16,573 | 11,048 | 27,621 |
| Office and administration | 4,165 | 14,485 | 18,650 | 15,074 | 10,474 | 25,548 |
| Rent | 1,492 | 5,190 | 6,682 | 3,476 | 3,476 | 6,952 |
| Insurance | 566 | 1,967 | 2,533 | 595 | 595 | 1,190 |
| Consultancy Fees | 11,367 | - | 11,367 | 11,043 | 9,288 | 20,331 |
| Governance costs | - | 15,849 | 15,849 | - | 12,812 | 12,812 |
| Total | 25,982 | 88,453 | 114,435 | 46,761 | 47,693 | 94,454 |

6 Expenditure on raising funds

| | Unrestricted Funds | Restricted Funds | Total | Unrestricted Funds | Restricted Funds | Total |
|---|--------------------|------------------|---------------|--------------------|------------------|---------------|
| | £ | £ | 2021 £ | £ | £ | 2020 £ |
| Direct Fundraising Costs | | | | | | |
| Direct Staff Costs | 12,800 | - | 12,800 | - | - | - |
| Purchases of books and merchandise for resale | 955 | - | 955 | 1,460 | - | 1,460 |
| Presentations and events | 2,108 | - | 2,108 | - | - | - |
| Other fundraising costs | 1,366 | 1,073 | 2,439 | 7,660 | 1,149 | 8,809 |
| Support cost allocation (note 5) | 25,982 | - | 25,982 | 46,761 | - | 46,761 |
| Total | 43,211 | 1,073 | 44,284 | 55,881 | 1,149 | 57,030 |

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2021 (continued)

7a Expenditure on charitable activities

| | Unrestricted Funds £ | Restricted Funds £ | 2021 £ | Unrestricted Funds £ | Restricted Funds £ | 2020 £ |
|--|----------------------------|--------------------------|----------------|----------------------------|--------------------------|----------------|
| Direct Costs | | | | | | |
| Direct Staff Costs | 90,734 | 9,249 | 99,983 | - | 90,050 | 90,050 |
| Direct Activities Undertaken | 2,651 | 32,170 | 34,821 | 2,286 | 6,515 | 8,801 |
| Direct support Costs | - | 13,881 | 13,881 | - | - | - |
| Grant Funding of Activities | 59,280 | 89,665 | 148,945 | 17,248 | 6,733 | 23,981 |
| Professional Fees | - | - | - | - | 29,173 | 29,173 |
| Support Costs allocation (See note 5) | 66,678 | 21,775 | 88,453 | 47,693 | - | 47,693 |
| Total | 219,343 | 166,740 | 386,083 | 67,227 | 132,471 | 199,698 |

7b Expenditure on charitable activities – By Programme

| | Unrestricted funds £ | Restricted funds £ | 2021 £ | Unrestricted Funds £ | Restricted Funds £ | 2020 £ |
|--|----------------------------|--------------------------|----------------|----------------------------|--------------------------|----------------|
| Africa Community Conservation & Chimp Sanctuaries | | | | | | |
| Grant Funding of Activities | 59,280 | 20,915 | 80,195 | 17,248 | - | 17,248 |
| Direct Staff Costs | 1,236 | - | 1,236 | - | - | - |
| Direct Activities Undertaken | 1,242 | - | 1,242 | - | - | - |
| Allocated Support Costs | 7,219 | - | 7,219 | 6,129 | - | 6,129 |
| Total | 68,977 | 20,915 | 89,892 | 23,377 | - | 23,377 |
| Roots & Shoots UK & UAE | | | | | | |
| Direct Staff Costs | 84,863 | 9,249 | 94,112 | - | 90,050 | 90,050 |
| Direct Activities Undertaken | - | 32,170 | 32,170 | 2,286 | 6,515 | 8,801 |
| Direct Support Costs | - | 13,881 | 13,881 | - | - | - |
| Grant Funding of Activities | - | - | - | - | 6,733 | 6,733 |
| Allocated Support Costs | 25,482 | 16,254 | 41,736 | 41,564 | - | 41,564 |
| Professional Fees | - | - | - | - | 29,173 | 29,173 |
| Total | 110,345 | 71,554 | 181,899 | 43,850 | 132,471 | 176,321 |
| Roots & Shoots International Growth | | | | | | |
| Grant Funding of Activities | - | 68,750 | 68,750 | - | - | - |
| Allocated Support Costs | 6,371 | 5,521 | 11,892 | - | - | - |
| Total | 6,371 | 74,271 | 80,642 | - | - | - |

Roots & Shoots International Growth

| | |
|-----------------------------|---------|
| Grant Funding of Activities | £50,000 |
| Direct staff costs | £18,750 |

As detailed on page 6, the Institute received £125,000 of restricted funding in 2021 from DP World, of which £68,750 was donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit. As per the Agreement with DP World, £25,000 was restricted to Roots & Shoots projects in Africa, £25,000 restricted to Roots & Shoots projects around the world (excluding the UAE and Africa) and £18,750 to cover the resource costs of managing this programme.

Awareness, Campaigning & Policy Activity in the UK

| | | | | | | |
|------------------------------|----------------|----------------|----------------|---------------|----------------|----------------|
| Direct Staff Costs | 4,635 | - | 4,635 | - | - | - |
| Direct Activities Undertaken | 1,409 | - | 1,409 | - | - | - |
| Allocated Support Costs | 27,606 | - | 27,606 | - | - | - |
| Total | 33,650 | - | 33,650 | - | - | - |
| Total | 219,343 | 166,740 | 386,083 | 67,227 | 132,471 | 199,698 |

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2021 (*continued*)

8 Net income for the year

| | 2021 £ | 2020 £ |
|--------------------------------|-------------------|-------------------|
| This is stated after charging: | | |
| Independent examiner's fee | 3,180 | 3,360 |
| Depreciation | 1,777 | 874 |
| | <u> </u> | <u> </u> |

9 Staff costs

| | 2021 £ | 2020 £ |
|--------------------------|-------------------|-------------------|
| Wages and salaries | 147,540 | 106,559 |
| National insurance costs | 11,834 | 7,063 |
| Pension costs | 5,940 | 4,049 |
| | <u> </u> | <u> </u> |
| Total | <u>165,314</u> | <u>117,671</u> |

There are zero (2020: zero) employees with emoluments of over £60,000.

The average number of employees during the year was 4 (2020 - 3).

Full time Equivalent Employees

| | 2021 | 2020 |
|----------------------------|------------|------------|
| Full time Employees | 3.0 | 2.0 |
| Part-time Employees | 0.8 | 0.8 |
| Total FTE Employees | <u>3.8</u> | <u>2.8</u> |

Key Management Personnel

The Trustees consider the CEO as comprising the key management personnel of the charity. The CEO joined in May 2021, therefore costs relating to the Executive Director, Education (who reports into the CEO) are included for January – April 2021.

The total amount of employee benefits received by key management personnel in 2021 was £62,068 (2020: £64,598).

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2021 (*continued*)

10 Trustee remuneration and expenses

None of the Trustees, nor any persons connected with them, received any remuneration during the year from the Institute (2020 - £Nil).

The charity insurance policy for 2021 and 2020 included Trustee Indemnity Insurance. The cost of the Trustee Indemnity Insurance element of the policy is not separately identifiable.

One trustee was reimbursed expenses of £35 (2020 : £nil) for membership of the Honorary Treasurers Association.

11 Taxation

The charity is exempt from direct tax on its charitable activities.

12 Tangible fixed assets

| | Website | Office equipment £ | Computer equipment £ | Total £ |
|-----------------------------------|--------------|--------------------------|----------------------------|--------------|
| <i>Cost</i> | | | | |
| At 1 January 2021 | - | 330 | 3,934 | 4,264 |
| Additions | 1,200 | - | 881 | 2,081 |
| At 31 st December 2021 | <u>1,200</u> | <u>330</u> | <u>4,815</u> | <u>6,345</u> |
| <i>Depreciation</i> | | | | |
| At 1 January 2021 | - | 6 | 868 | 874 |
| Provided during year | 253 | 66 | 1,458 | 1,777 |
| At 31 December 2021 | <u>253</u> | <u>72</u> | <u>2,326</u> | <u>2,651</u> |
| <i>Net book value</i> | | | | |
| At 1 January 2021 | - | 324 | 3,066 | 3,390 |
| At 31 December 2021 | <u>947</u> | <u>258</u> | <u>2,489</u> | <u>3,694</u> |

The Jane Goodall Institute (UK)

Notes forming part of the financial statements
for the year ended 31 December 2021 (*continued*)

| | | |
|--|---------------|-------------|
| 13 Stock | 2021 | 2020 |
| | £ | £ |
| Books | 7,685 | 3,855 |
| Merchandise | 3,769 | 4,174 |
| | <hr/> | <hr/> |
| Total | 11,454 | 8,029 |
| | <hr/> | <hr/> |
| 14 Debtors | 2021 | 2020 |
| | £ | £ |
| Other debtors | 1,329 | 7,843 |
| Prepayments | 5,961 | 5,334 |
| | <hr/> | <hr/> |
| Total | 7,290 | 13,177 |
| | <hr/> | <hr/> |
| 15 Creditors: amounts falling due within one year | 2021 | 2020 |
| | £ | £ |
| Trade creditors | 4,370 | 8,664 |
| Trustee loan | 10,130 | 10,130 |
| Accruals | 5,390 | 8,711 |
| Taxation and social security | 5,364 | 2,710 |
| Pension creditor | 1,961 | 1,582 |
| | <hr/> | <hr/> |
| Total | 27,215 | 31,797 |
| | <hr/> | <hr/> |

The Jane Goodall Institute (UK)

Notes forming part of the financial statements
for the year ended 31 December 2021 (*continued*)

16 Restricted funds

| | Balance at 01/01/2021 £ | Income £ | Expenditure £ | Transfer £ | Balance at 31/12/2021 £ |
|---------------------|-------------------------------|----------------|------------------|---------------|-------------------------------|
| Roots & Shoots UK | - | 68,389 | (43,742) | - | 24,647 |
| Roots & Shoots UAE | - | 25,000 | (25,000) | - | - |
| Tchimpounga | 8,117 | 4,824 | (11,915) | - | 1,026 |
| Senegal | 5,000 | 756 | (5,015) | - | 741 |
| Chimp Eden | - | 6,261 | (4,016) | - | 2,245 |
| Restricted JGI UK | - | 9,375 | (9,375) | - | - |
| JGI Global DP World | - | 68,750 | (68,750) | - | - |
| Total | 13,117 | 183,355 | (167,813) | - | 28,659 |

| Restricted funds - previous year | Balance at 01/01/2020 £ | Income £ | Expenditure £ | Transfer £ | Balance at 31/12/2020 £ |
|-------------------------------------|-------------------------------|----------------|------------------|---------------|-------------------------------|
| Gombe Housing project | 1,450 | - | - | (1,450) | - |
| Roots & Shoots programme | 6,404 | 104,179 | (133,612) | 23,029 | - |
| Tchimpounga | - | 8,117 | - | - | 8,117 |
| Senegal | - | 5,000 | - | - | 5,000 |
| Total | 7,854 | 117,296 | (133,612) | 21,579 | 13,117 |

Restricted Funds Description – current year

Roots & Shoots UK

Funds restricted by donors to support deliver of Roots & Shoots, our free environmental and humanitarian programme for young people, in the UK.

Roots & Shoots UAE

Funds restricted by donors to support deliver of Roots & Shoots, our free environmental and humanitarian programme for young people, in the UAE.

The Jane Goodall Institute (UK)

Notes forming part of the financial statements for the year ended 31 December 2021 (*continued*)

Tchimpounga

For many years the Institute has proudly supported the Tchimpounga Chimpanzee Rehabilitation Centre run by *the Jane Goodall Institute, Republic of Congo*, via our Chimp Guardian programme which offers symbolic adoptions of rescued chimps. 100% of income from our Chimp Guardian programme was donated to *the Jane Goodall Institute, Republic of Congo* in 2021.

Senegal

Funds restricted for Senegal are to support the protection of the critically endangered Western chimpanzee and reversing deforestation through community led initiatives. Our sister organisation '*Instituto Jane Goodall*' (*the Jane Goodall Institute Spain*) operates with a local field team in the Kédougou region of southeastern Senegal and across the border, in northern Guinea using the Tacare community conservation approach developed by Dr Jane Goodall.

Chimp Eden

Funds restricted for Chimp Eden, are to support the Chimp Eden sanctuary, run by the *Jane Goodall Institute South Africa* providing a safe haven for rescued chimps from across Africa. Established in 2006, this very special sanctuary is home to chimpanzees rescued from across Africa who have survived the bushmeat trade, been orphaned, sold in illegal pet markets, or used as entertainment in circuses, beach resorts and night clubs.

Restricted JGI UK

Funds donated by DP World and restricted to support delivery of the DP World agreement.

JGI Global DP World

As detailed on page 6, the Institute is proud to have developed an agreement with DP World that shares income from its grant with other JGIs around the world - as such from the first-year grant payment, £25,000 was restricted to Roots & Shoots projects in Africa and another £25,000 restricted to Roots & Shoots projects around the world (excluding the UAE and Africa). This £50,000 expenditure was held in the 'JGI Global' restricted fund prior to being donated to the Jane Goodall Institute Global (a charity registered in England & Wales No. 1153284) which has an international remit, to distribute to Roots & Shoots projects around the globe. As per the Agreement with DP World, a further £18,750 was donated to the Jane Goodall Institute Global to cover the resource costs of managing the Roots & Shoots international growth programme.

DP World contributed restricted funding of £125,000 across a number of the above restricted funds as follows

| | |
|--------------------|---------|
| Roots & Shoots UK | £25,000 |
| Roots & Shoots UAE | £21,875 |
| Restricted JGI | £ 9,375 |
| JGI Global | £68,750 |

Restricted Funds Description- previous year

Gombe Housing Project

This fund related to a supporter appeal by the Institute in 2015 in conjunction with the 55th Anniversary of Dr Jane Goodall DBE commencing her revolutionary study of chimpanzees in Gombe, Tanzania. The appeal focused on raising funds to provide much needed new accommodation at the Gombe Stream Research Centre for the researchers, conservationists and staff. The bulk of the appeal income derived from the generous support of a major donor who agreed that the surplus in the Gombe Housing project fund could be transferred to unrestricted funds to cover administrative expenses and the fund closed in 2020.

The Jane Goodall Institute (UK)

Notes forming part of the financial statements
for the year ended 31 December 2021 (*continued*)

| 17 Analysis of net assets between funds | Unrestricted | | Senegal | | Congo | | Roots & Shoo Shoots UK | | Chimp Eden | | Rest JGI | | JGI Global DP World | | Total Restricted | | Total 2021 | |
|---|--------------|-----|---------|---------|---------|-------|------------------------|---|------------|---|----------|---|---------------------|---|------------------|---|------------|----------|
| | £ | £ | £ | £ | £ | £ | £ | £ | £ | £ | £ | £ | £ | £ | £ | £ | £ | £ |
| Fixed Assets | 3,694 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 3,694 |
| Cash at bank | 358,598 | 633 | 676 | 27,076 | 1,437 | 1,136 | - | - | - | - | - | - | - | - | 30,958 | - | - | 389,556 |
| Other current assets | 17,177 | 108 | 350 | - | - | 1,109 | - | - | - | - | - | - | - | - | 1,567 | - | - | 18,744 |
| Creditors falling due within one year | (23,349) | - | - | (2,429) | (1,437) | - | - | - | - | - | - | - | - | - | (3,866) | - | - | (27,215) |
| Total net assets at 31 December 2021 | 356,120 | 741 | 1,026 | 24,647 | - | 2,245 | - | - | - | - | - | - | - | - | 28,659 | - | - | 384,779 |

| 17 Analysis of net assets between funds (prior year) | Unrestricted | | Senegal | | Congo Total Restricted | | Total 2020 | |
|--|--------------|-------|---------|--------|------------------------|---|------------|----------|
| | £ | £ | £ | £ | £ | £ | £ | £ |
| Fixed Assets | 3,390 | - | - | - | - | - | - | 3,390 |
| Cash at bank | 215,998 | 5,000 | 6,984 | 11,984 | 227,982 | - | - | 227,982 |
| Other current assets | 20,073 | - | 1,133 | 1,133 | 21,206 | - | - | 21,206 |
| Creditors falling due within one year | (31,797) | - | - | - | (31,797) | - | - | (31,797) |
| Total net assets at 31 December 2020 | 207,664 | 5,000 | 8,117 | 13,117 | 220,781 | - | - | 220,781 |

18 Financial commitments

As at 31 December 2021, the charity had total annual commitments under non-cancellable property leases as set out below:

| | 2021 | 2020 |
|--------------------------|---------------------------|--------------------|
| | £ | £ |
| Not later than one year | 6,666 | 5,556 |
| Within two to five years | 4,068 | 9,512 |
| | <hr/> 10,734 <hr/> | <hr/> 15,068 <hr/> |

19 Related party transactions

For many years the Institute has offered a number of books, written by Dr Jane Goodall, for sale as a way of raising revenue for the charity and also advance education and increase awareness of conservation issues. The books are purchased at a discounted rate (usually 50%) directly from the publisher and so any royalty benefit to Dr Goodall is likely to be small. The trustees consider that the purchase of these books and their sale is in the best interests of the charity and is permissible under the Charities Act. In 2021, the cost of books written by Dr Jane Goodall that were purchased by the Institute was £5,479 (2020 : £955).

The Trustee loan, included within Creditors: amounts falling due within one year, of £10,130 (2020 : £10,130) is unsecured, interest free and repayable by agreement between The Jane Goodall Institute (UK) and the Trustee.