



Jane Goodall Institute
UK

Annual Report and Financial Statements

Year Ended 31 December 2023

Charity Number 327858

**The Jane Goodall Institute (UK)
Report and financial statements
for the year ended 31 December 2023**

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The Jane Goodall Institute (UK)
Reference and administrative information
for the year ended 31 December 2023

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 - Chair		
Dr Roger Wood		
Rosemary Reed	24 March 2023	

Acting Chief Executive Officer

Mark Munnely

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, Tennyson House, Cambridge Business Park, Cambridge, CB4 0WZ

The Jane Goodall Institute (UK)
Trustees' annual report
for the year ended 31 December 2023

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 2023.

Dr Jane Goodall, DBE and UN Messenger of Peace

We remain honoured that Dr Jane Goodall continues as a member of the Board of Trustees, as she has done since the charity was founded in 1988. Dr Goodall is a world-renowned ethologist, ecologist and conservationist inspiring greater understanding of, and action on behalf of, the natural world.

Dr Goodall is best 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. Dr Goodall’s work builds on scientific innovations, growing a lifetime of advocacy including trailblazing efforts through the Jane Goodall Institute which now has establishments in 25 countries, all advancing community-led conservation, animal welfare, conservation science, and youth empowerment. Dr Goodall continues to grow the next generation of compassionate changemakers through the “Jane Goodall’s Roots & Shoots” environmental and humanitarian youth programme, now active and expanded into over 65 countries.

Throughout 2023, Jane continued to be a prominent advocate for wildlife conservation and environmental sustainability. She engaged in various initiatives through the Jane Goodall Institute, focusing predominantly on climate action, animal welfare, and community education. She also participated in many public speaking events, sharing her insights on conservation and the importance of protecting our planet. These ongoing efforts to inspire younger generations in becoming environmental stewards, remained a significant part of her work.

Many will know that in 2021 Dr Goodall was the recipient of the prestigious 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.

In 2022, Dr Goodall was humbled in being awarded the Stephen Hawking Medal for Science Communication at the sixth Starmus Festival, presented in London in November 2022. Dr Goodall was also thrilled to be named 'Queen of the Jungle' by the Oldie of the Year Awards celebrating the best of the older generation.

In 2023, Dr Goodall was further honoured in being made an Officer of the Order of Organe-Nassau.

Furthermore, in 2023 we saw the release of Reasons for Hope, which won the award for Best Screenwriter at the Northern Ontario Film Awards as well as receiving several award nominations, including best director, best original score for a short film, best sound design and best picture editing.

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), Corinna McShane. The CEO leads the development and implementation of the Institute’s long/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. The trustees recognize the current need for additional trustees and plan to recruit new Trustees in line with identified skills needs (a new Trustee was appointed in early 2023 to support with income generation). 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 income generation as being the principal risk facing the charity, compounded by the current UK cost of living crisis. The trustees aim to mitigate this risk through the continued roll out of the 2022-2024 Strategic Roadmap which focuses on further strengthening the Institute’s internal foundations; increasing income diversity; partnering with organisations who share the Charity’s commitment to conservation and sustainability and by developing initiatives to raise awareness of the charity and its impact to new potential supporters and donors.

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 2022-2024 Strategic Roadmap, which aims to take the charity on a new journey of growth and to increase focus/support for JGI projects in Africa.

The purpose of the Institute as specified in the Trust Deed is: *“The advancement of education for the public benefit of supporting study of and 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 in Africa, in particular to:

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- 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’.
- 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
- develop and empower **compassionate young change makers of all ages** in the UK and UAE through our free environmental and humanitarian programme, “Jane Goodall’s Roots & Shoots”
- **raise awareness in the UK** of issues such wildlife trafficking and tackling the irresponsible portrayals of chimpanzees on social media
- **share news in the UK 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

KEY ACHIEVEMENTS

The CEO continued her work of streamlining the internal control and processing systems within the charity organisation in order to allow it to grow and expand alongside the small team already in place. However, at the end of 2023 the CEO moved on to pursue other career opportunities and for the time being an interim CEO brought in, who remains in place.

Throughout the year we started and continued with a range of exciting new initiatives (all proudly developed and designed in house) that have served to effectively relaunch the charity. Further detail is provided throughout this annual report but picking out some highlights:

- We continue to see further traffic coming to the website which was underwent much needed updates in the previous year. People are increasingly using this as a resource site and we continue to receive much, excellent feedback with regards to. www.janegoodall.org.uk
- We launched new branding (featured on the cover of this report) which reflects the interconnectedness of animals, people and the environment. Alongside the new branding, a powerful new tagline was developed - "Inspiring Hope Through Action".
- Our Chimp Guardian programme which offers symbolic adoptions of rescued chimpanzees at the JGI Tchimpounga sanctuary, was totally revamped including the new branding, alongside new chimpanzees with an enhanced range of benefits digitally delivered to reduce consequential impact on the environment.
- We were thrilled to announce an increased focus on supporting community conservation projects in Africa run by sister Jane Goodall Institutes, enabling us to tackle conservation challenges from a variety of different angles.
- We have continued the release of the digital supporter e-newsletter, “Hope Times” which is packed with news about how donor support is making enormous impact in the UK and Africa, together with news about Dr Goodall herself and our core programmes.
- We have really pushed on with strengthening our presence across social and are now showing 86,000 plus followers on Instagram alone.

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The team at the Institute, whilst small in comparison to many other UK conservation/environmental charities, as always punches well above its weight in terms of the scope and impact of all activities. All members of the team are home based primarily in London, with a small administration office run by our Office Administrator in Lymington, Hampshire. Staff salaries are set in line with external benchmarks for those with wider sector knowledge and relevant experience.

The Board would like to thank our staff team for their continued dedication to the charity and all of our Chimp Guardians, our donors and our supporters for their on-going commitment and encouragement which is so greatly appreciated.

FUNDRAISING

The Institute does not currently receive any government funding and relies on the kind generosity of individuals and companies to fund its work. The Institute's staff team seek support from individuals, companies and charitable trusts whenever possible, as it has been without any full-time fundraising team resource this year. As detailed on page 4 the Trustees have identified income generation – or lack of it - as potentially being the greatest risk the charity faces, compounded by the current UK cost of living crisis which as we all know has reduced existing and limited fresh contributions.

The charity understands it has a duty to protect the public, especially vulnerable people, from unreasonably intrusive or persistent fundraising approaches and undue pressure to donate. During the year the charity did not receive any complaints in relation to its fundraising practices. (In early 2023, the Institute was proud to register with the 'Fundraising Regulator', the independent regulator of charitable fundraising. Being registered means we are committed to its Fundraising Promise which outlines our ongoing commitment to donors and the public).

The new website has certainly provided a clearer journey and simpler experience, making gift-aid easier, and this has resulted in an overall increase in total donations but surprisingly not gift-aid specifically. We also feel that the expanded online presence across the social media channels, has contributed to this and this will be our big push into 2024 and throughout 2025. As previously noted, we do not have a specific staff member who is working on fundraising. During the year the charity received income from a range of sources:

- Legacies: as always, we remain hugely grateful to all those who so kindly remember the Institute in their wills. In 2023 we were touched to have been left a legacy donation by Catherine Anderson Smith, Jeffrey Sword, George Weir and Mary Hughes, which was received with much grateful thanks. These people have been key to the continuance of the charity here in the UK.
- Speaker donations: Dr Goodall DBE, carried out talks at Harry Walker Agency & Eton College which resulted in speaker attributed income amounting to £27,651.
- Merchandise: In the previous year the charity sourced a new sustainable supplier (Teemill) to produce a range of tops and tote bags (using unique JGI designs) from organic cotton using renewable energy in a factory audited by them across a wide range of social and sustainability criteria. Each item is printed to order in the UK. All items are GM/animal-derived products free, not tested on animals and sent in non-plastic packaging. This income has remained consistent since 2022; however, we are looking to push this income stream further forward in 2024 and 2025 alongside an increasing range of new products.

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- **Chimp Guardian:** 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 page 9) and this remains a priority for the charity. We were very proud to have re-launched the programme in 2022, featuring several new chimpanzees (including the world-famous rescued chimpanzee, Wounda) and an enhanced range of benefits that were digitally delivered to reduce our impact on the environment. Interestingly 80% of Chimp Guardian income is donated to Tchimpounga to contribute towards providing food, medicine, enrichment and care for chimps at the centre and the remaining 20% contributes towards our costs in running and promoting this programme in the UK. In 2023, the Institute donated a total of £17,000 to Tchimpounga from Chimp Guardian. Much activity was also undertaken throughout the year to raise awareness of the sanctuary's work to Chimp Guardians, supporters and the general public.
- **Corporate donations:** during the year it was a pleasure to work with some new corporate partners who very generously donated towards our work, including Jim Naughton & Rebecca Hossack.
- **DP World:** In September 2021, we were delighted to announce an exciting three-year partnership with DP World, focusing on supporting the growth of "Jane Goodall's 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.

As detailed in the Accounts, a third-year funding payment of £250,000 was received from DP World during 2023, of which £125,000 has been applied to restricted funds. As you can see on page 25, £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 invaluable programme.

The Board is incredibly grateful for DP World's very generous support and is proud in working with this truly Global partner company.

SUPPORTED PROGRAMMES

The Institute supports the delivery of a range of programmes that are put in place directly and indirectly via grants to other Jane Goodall Institutes in Africa, so as to benefit people, animals and the environment in the UK, Africa and throughout the world as follows:

SUPPORTING COMMUNITY CONSERVATION AND JGI SANCTUARIES FOR ORPHAN CHIMPANZEES IN AFRICA

In recent years, the priority focus for the Institute had been on delivering our environmental and humanitarian programme for young people, known as "Jane Goodall's Roots & Shoots" in the UK and the UAE as well as supporting the JGI Tchimpounga sanctuary through our Chimp Guardian programme. Other JGI projects in Africa were also supported financially, when and wherever possible, on an ad-hoc, case by case basis.

We wanted to further increase the focus and support for JGI projects in Africa. And as such, as detailed in last year's report, Senegal and the Chimp Eden Sanctuary in South Africa were identified by the Board of Trustees as priority support areas to support in 2021 and beyond. In July 2022, the Institute expanded its support to also include a long-standing JGI project focused on supporting girls to stay on at schools across rural Uganda and this has continued throughout 2023. Across the year the Institute has shared news of all the projects it supports in Senegal, South Africa and Uganda with supporters via social media and its "Hope Times" newsletter.

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Below are some details on the amazing projects ongoing in Africa:

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. Using cutting-edge technology and experienced Senegalese field assistants, the team based at the Dindéfélo Biological Station, non-invasively monitor the local chimpanzee population and their habitat in the Dindéfélo Community Nature Reserve.
- The collected data not only contributes to the scientific knowledge of the ecology, behaviour and culture of the Western chimpanzee but also helps guide the team and local authorities with their conservation planning so as to further protect these primates and their habitat, at all times mitigating negative interactions between humans and chimpanzees.
- We are delighted that we have been able to continue our funding in 2023 to help this worth-while cause. £30,000 (2022, £25,412) was donated to the Jane Goodall Institute Spain to support Senegal in 2023.

South Africa: supporting the JGI Chimp Eden sanctuary for rescued chimps

- Chimp Eden, run by the Jane Goodall Institute South Africa, provides a safe haven for rescued chimps across Africa. Whilst South Africa is not the chimpanzee natural habitat, this special sanctuary established in 2006 is home to chimpanzees rescued from all over the continent who have survived the bush meat trade, or been orphaned, sold in illegal pet markets, or used for entertainment in circuses, beach resorts and night clubs.
- The charity was self-sufficient and standalone prior to covid, which negatively impacted Chimp Eden's visitor income and despite numbers increasing in 2022, the income is still not back to where it needs to be. Therefore, we have necessarily been able to, and proudly continue to support this sanctuary.
- We were still able to provide much needed funding - £27,250 (2022, £37,288) being donated to the Jane Goodall Institute South Africa needed for Chimp Eden in 2023.

Republic of Congo: the JGI Tchimpounga Chimpanzee Rehabilitation Centre

- 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 four rescued chimps. As detailed on page 8, we are very proud to have re-launched the programme in 2022 to include new chimps and an enhanced range of benefits digitally delivered to reduce our impact on the environment.
- Often orphaned by the international commercial bushmeat and pet trades, these chimpanzees receive expert care and rehabilitation by Tchimpounga's staff and continue to be 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 these islands 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.

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- Again 80% of Chimp Guardian income is provided to Tchimpounga to contribute towards providing food, medicine, enrichment and care for chimps at the centre and 20% of contribute towards our costs in running and promoting the programme in the UK. There were no donations reported in 2022, although it has become apparent that, this was in fact a recording/timing issue as in fact £4,000 was donated but it was received in January 2023 and therefore has formed part of the overall figure of £17,000 shown to have been donated in 2023 which was used to raise awareness of the sanctuary's work to Chimp Guardians, supporters and the public throughout the year.

Uganda: reducing school drop-out rates for girls in rural areas

- In places like Uganda, girls that stay on at school and enter work, are less likely to marry young and more likely to have fewer children. Local school economies are boosted, pressure on natural resources is reduced. The outlook for everyone - communities, habitats and wildlife is improved.
- However, in 2019 Uganda's Ministry of Education stated that nearly 25% of girls between the ages of 12 and 18 drop out of school once they begin menstruating.
- Empowering girls in communities near chimpanzee habitats is such an amazing course and in 2022 we were so pleased to be able to start contributing towards the Jane Goodall Institute Uganda's long running project aimed at increasing school completion rates through the provision of underwear, sanitary pads and school supplies. A key part of the programme involves making reusable sanitary pads via in school training workshops held for girl pupils. In addition to learning how to make and use reusable pads, advice is also given on menstrual hygiene and reproductive health. After the workshop, participants are given books, geometric sets and pens to help support their studies.
- In 2023 boys are now also being integrated into these activities in order to reduce the stigmatisation of girls during their period and to teach them how to support their sisters, friends, and classmates.
- We have been able to continue our donations to this amazing cause for 2023 and this will continue in the future.
- In total £3,993 (2022: £4,199) was donated to the Jane Goodall Institute Uganda (via JGI USA which handles income generation for the JGI Uganda office) to support this programme in 2023.

SUPPORTING THE GROWTH OF "JANE GOODALL'S ROOTS & SHOOTS" IN AFRICA

- "Jane Goodall's Roots & Shoots" is a worldwide movement across more than 65 countries empowering young people of all ages to deliver meaningful positive impact in their local communities to help make the world a better place for all – animals, people and the environment. In 2023, the Roots & Shoots programme had more than 12,000 groups around the world involving more than one million people.
- As previously mentioned, the Institute announced 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 - £25,000 from each year of the three- year funding will be allocated to Roots & Shoots projects in Africa (another £25,000 is restricted to Roots & Shoots projects around the world excluding the UAE and Africa). As per our Agreement with DP World, these funds are 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.
- A total of £50,000 was available for allocation to Roots & Shoots projects in Africa in 2023 via a formal application process (managed by the Jane Goodall Institute Global, with input from JGI UK) open to all countries with a JGI/Roots & Shoots presence in Africa.

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DEVELOPING COMPASSIONATE YOUNG CHANGE MAKERS IN THE UK AND UAE THROUGH OUR FREE ENVIRONMENTAL AND HUMANITARIAN PROGRAMME, "JANE GOODALL'S ROOTS & SHOOTS"

Roots & Shoots is one of the Institute's core programmes which we directly deliver in the UK and the UAE.

This programme empowers young people of all ages (and an increasing number of adults) to become involved in hands on projects to benefit their local community, animals (including domestic animals) and the environment, leading them to become stronger, better informed global citizens.

During the year the Roots & Shoots team in the UK was restructured with a view to increasing staff resources to help the programme grow. Jasmina Georgovska (previous Executive Assistant for the Roots & Shoots Executive Director) was promoted to Schools Liaison Officer and Claire Quarendon's role as Office Administrator for the Jane Goodall Institute UK was changed and expanded to include administrative support for Roots & Shoots. Alongside this, increased investment into better, broader, marketing and promotion took place, including the development of a colourful, new guide to the Roots & Shoots programme which was issued electronically to potential new schools in the UK in November. It is very pleasing to see that this publication has been successful in encouraging a number of new school sign-ups in 2023.

Through participation in group activities at schools, colleges, universities and in the wider community, this programme also helps young people develop transferable skills that includes relationship building, teamwork, leadership, communication, planning and a number of 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.

New resources

The "Jane Goodall's Roots & Shoots" programme provides a wide range of free resources that can be downloaded from our website and then carried out either by individuals or as group activities within schools and other settings.

During 2023 we started the process of updating the old website and are now pleased to have a new, fresh, modern website containing lots of resources for both individuals and schools. The website also allows donation to be collected through its portal as well as enabling the buying of branded products. We have seen a huge increase in user traffic and with access to the back-office engine of the website, we can see where users are going on the website, how long they are on each page as well as a range of other statistics that will enable ongoing modernization, increased content, more focus on popular landing pages and ongoing updating as relevant and required.

The Twinning Programme

A number of Roots & Shoots participating schools across the UK and UAE were selected to take part in the Twinning programme where schools share their projects, culture, ideas and resources with one another, across the Oceans and continents. Special attention and much effort is made to pairing respective schools to most effectively match these participants based upon age, circumstances, projects and locations.

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PROFILE RAISING

Despite the Institute lacking dedicated marketing or communications staff (or third-party agency support) the new CEO brought extensive expertise in these areas, so that a significant amount of progress that was made in 2022 has continued on into 2023.

Brand awareness will be a huge part of the future and so raising the Jane Goodall profile in 2023 was a key for growth; there will be an even bigger push into these areas and functions in 2024 with a number of key benchmarks being put in place to monitor success as an online presence and continuing to grow the charity's following, especially amongst the younger global community citizens.

PLANS FOR FUTURE PERIODS – 2024

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

Strengthening the foundations for increased growth

- Further streamlining of internal processes
- Encouraging more team interaction now the charity is a fully "working from home" organisation
- Implementing new technology wherever possible including AI to further help co-ordinate the team and provide training and development as required
- Identifying and recruiting new trustees that can add to our existing strong group of trustees and bring new and their specific skills to the charity
- Working through and searching the old offices and storage unit for key documents and pieces of information, collectibles or data that need sharing with Global
- Further strengthening our online presence, especially making efforts to appeal to the younger audience through Instagram and other SM platforms
- Dr Goodall attended Glastonbury in 2024 and this brought huge awareness to her and her cause, so we want to build on this, with further festival involvement each season moving forward
- Taking on highly relevant and exciting ambassadors who through their massive online followings can further spread the messages of hope through engagement

Income Generation

- 2023 was the final year (of 3) of the flagship partnership with DP World, and so of course we would like to revisit this relationship once we present our Roots & Shoots UK School Tour.
- This school tour will be rolled out nationwide to all schools and will bring awareness of both Roots & Shoots but also the great causes it stands for. This will be targeted at primary schools in 2024 initially before continuing on with and into secondary schools by 2026.
- Increase the corporate sponsorship through the teams' connections and in particular monetising some of the trustees extended networks.
- Alongside increasing the profile of the Institute, we want to bring in more revenues through great partnerships with both individuals and corporations provided they share the same vision as us.
- Extra events throughout the year, aiming for one every three months where we can raise more awareness and hopefully attract significant donations. One of the trustees works very close with Soho House and we have been able to utilise her connections with them to allow us extended use of their facilities and they continue to be a great supporter of the charity. We will be showing them as a corporate sponsor next year.
- Ongoing and continued promotion of Chimp Guardianship
- Registration with the 'Fundraising Regulator', the independent monitor of charitable fundraising in the UK.

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Profile raising

- Increased online presence and increasing the following across all major social platforms
- Ongoing change and amendments to the primary website so as to in track the key metrics of the website including the nature of traffic flows, average stay time and unique visitors
- Producing a video production of the Roots & Shoot program at a single school and then through its use looking to build the awareness of this available programme for the UK.
- Reach out to more corporate companies and larger colleges in order to secure more speaking events subject to Dr Goodall's health and availability.
- Recruit new, high-profile Ambassadors for the Institute, that share our values so as to help the charity engage with expanded, new audiences

Supporting community conservation and JGI sanctuaries for orphan chimpanzees in Africa

- Continue to supply financial grants (subject to income) for JGI community conservation projects supporting animals, people and the environment in Senegal, South Africa and Uganda.
- Continuing to support the Tchimpounga Chimpanzee Sanctuary in the Republic of Congo through donations, sponsorships and government funding initiatives

Raising awareness in the UK of issues such wildlife trafficking and sharing news about the chimpanzee families and on-going JGI scientific research into wild chimps in Gombe.

- Continue to share news across the year with supporters and the wider public about research activities in Gombe, via all available channels to us
- Celebrate two very special days linked to Dr Goodall's work and role as a UN Messenger of Peace – World Chimpanzee Day (July 14) and World Peace Day (September 21), with extra special focus on engaging our Roots & Shoots members in the UK and UAE.
- Supporting JGI global campaigns relating to animal welfare, conservation and environmental protection, including Forever Wild.
- Join the Climate Coalition, the UK's largest group of people dedicated to action against climate change.

FINANCIAL REVIEW

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 £643,535 (2022: £612,689). This represents 23 months of unrestricted expenditure at 2023 levels.

Trustees' responsibilities in relation to the financial statements

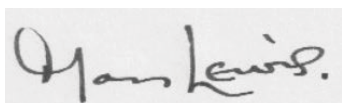
Law applicable to charities in England and Wales requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the charity's financial activities during the year and of its financial position at the end of the year. In preparing those financial statements, 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 4 to 14 was approved by the trustees, as a body, and signed on their behalf by:



Mary Lewis
Trustee

Date: 11/11/2024

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 2023, which are set out on pages 16 to 29.

Your attention is drawn to the fact that the charity has prepared the financial statements in accordance with the relevant version of the Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) in preference to the Accounting and Reporting by Charities: Statement of Recommended Practice issued on 1 April 2005 which is referred to in the extant regulations but has been withdrawn.

We understand that this has been done in order for the financial statements to provide a true and fair view in accordance with UK Generally Accepted Accounting Practice.

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

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.

Suzanne Goldsmith FCA



Date: 18 November 2024

Price Bailey LLP

Tennyson House

Cambridge Business Park

Cambridge

CB4 0WZ

The Jane Goodall Institute (UK)
Statement of Financial Activities
for the year ended 31 December 2023

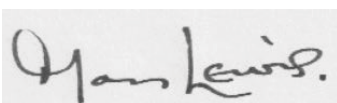
	Notes	Unrestricted funds £	Restricted funds £	Total 2023 £	Unrestricted funds £	Restricted funds £	Total 2022 £
Income from:							
Donations and legacies	2	234,043	59,802	293,845	368,649	87,317	455,966
Charitable Activities	3	125,000	125,000	250,000	125,000	125,000	250,000
Other trading activities	4	2,526	-	2,526	55,524	-	55,524
Investments		6,883	-	6,883	888	-	888
Total income		368,452	184,802	553,254	550,061	212,317	762,378
Expenditure on:							
Raising funds	6	57,640	5,590	63,230	75,350	5,949	81,299
Charitable activities	7	279,966	198,828	478,794	218,142	211,155	429,297
Total expenditure		337,606	204,418	542,024	293,492	217,104	510,596
Net Income/(Expenditure)		30,846	(19,616)	11,230	256,569	(4,787)	251,782
Transfers between funds		-	-	-	-	-	-
Net movement in funds for the year		30,846	(19,616)	11,230	256,569	(4,787)	251,782
Reconciliation of funds							
Total funds brought forward		612,689	23,872	636,561	356,120	28,659	384,779
Total funds carried forward		643,535	4,256	647,791	612,689	23,872	636,561

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

The Jane Goodall Institute (UK)
Balance sheet
at 31 December 2023

<i>Charity number 327858</i>	Note	2023 £	2023 £	2022 £	2022 £
Fixed assets					
Tangible assets	12		1,565		3,019
Current assets					
Stock	13	7,144		11,242	
Debtors	14	9,941		10,137	
Cash at bank and in hand		678,746		654,230	
		<u>695,831</u>		<u>675,609</u>	
Creditors: amounts falling due within one year	15	49,605		42,067	
Net current assets			<u>646,226</u>		<u>633,542</u>
Net assets			<u>647,791</u>		<u>636,561</u>
Funds					
Restricted funds	16		10,473		23,872
Unrestricted funds	17		637,318		612,689
Total funds carried forward			<u><u>647,791</u></u>		<u><u>636,561</u></u>

The financial statements on pages 19 to 29 were approved by the Trustees, as a body, and signed on their behalf by:



Mary Lewis
Trustee

Date: 11/11/2024

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 2023

	Notes	2023 (£)	2022 (£)
Cash flow from operating activities			
Net cash flow from operating activities (see below)		18,222	265,718
Cash flow from investing activities			
Dividends, interest and rents from investments		6,883	888
Purchase of tangible assets	12	(589)	(1,932)
Change in cash and cash equivalents in the year		24,516	264,674
Cash and cash equivalents brought forward		654,230	389,556
Cash and cash equivalents carried forward		678,746	654,230
Reconciliation of net movement in funds to net cash flow from operating activities			
Net income for the year as per Statement of Financial Activities		11,230	251,781
Adjustment for:			
Depreciation charges	12	2,043	2,608
Dividends, interest and rents from investments		(6,883)	(888)
Decrease/(increase) in stock	13	4,098	212
Decrease/(increase) in debtors	14	196	(2,847)
Increase/(decrease) in creditors	15	7,538	14,852
Net cash used in operating activities		18,222	265,718

Analysis of changes in net debt

	At 1 Jan 2023	Cashflows	At 31 Dec 2023
Cash and cash equivalents			
Cash	654,230	24,516	678,746
Borrowings			
Debt due within one year	(10,130)	-	(10,130)
Total	644,100	24,516	668,616

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2023

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 entity 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 2025 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 2023 (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 2023 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* – 22.2% Fund Raising and 77.8% Charitable Activities (2022: 15.2% Fund Raising and 84.8% Charitable Activities)
- *Rent* – 22.2% Fund Raising and 77.8% Charitable Activities (2022: 15.2% Fund Raising and 84.8% Charitable Activities)
- *Insurance* – 22.2% Fund Raising and 77.8% Charitable Activities (2022: 15.2% Fund Raising and 84.8% Charitable Activities)
- *Governance costs* – 100% Charitable Activities (2022: 100% Charitable Activities)

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2023 (continued)

Charitable activities

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.

Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any discounts due. Accruing income and tax recoverable is included at the best estimate of the amounts receivable at the balance sheet date.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors

Creditors are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors are normally recognised at their settlement amount after allowing for any discounts due.

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 2023 (continued)

2 Income from donations and legacies

	Unrestricted funds £	Restricted funds £	2023 £	2022 £
Membership subscriptions	-	-	-	4,553
Legacies	42	35,000	35,042	4,409
Donations	203,892	20,277	224,169	185,148
Donations in lieu of Speaker Income	27,651	-	27,651	253,941
Guardianship programme	-	4,162	4,162	3,332
The Peak Society	500	-	500	500
Gift Aid	1,959	362	2,321	4,083
Total	<u>234,044</u>	<u>59,801</u>	<u>293,845</u>	<u>455,966</u>

3 Income from charitable activities

	Unrestricted funds £	Restricted funds £	2023 £	2022 £
Provision of services	125,000	125,000	250,000	250,000
Total	<u>125,000</u>	<u>125,000</u>	<u>250,000</u>	<u>250,000</u>

4 Income from other trading activities

	Unrestricted funds £	Restricted funds £	2023 £	2022 £
Presentations and events	-	-	-	53,250
Proceeds of sale of books and merchandise	2,526	-	2,526	2,274
Total	<u>2,526</u>	<u>-</u>	<u>2,526</u>	<u>55,524</u>

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2023 (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 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
Support Cost Allocation	£	£	2023 £	£	£	2022 £
Staff costs	23,573	82,820	106,393	25,560	76,756	102,316
Office and administration	3,229	12,019	15,248	4,260	12,793	17,053
Rent	1,674	5,882	7,556	1,732	5,201	6,933
Insurance	610	2,142	2,752	644	1,935	2,579
Governance costs	-	2,000	2,000	-	5,170	5,170
Total	29,086	104,863	133,949	32,196	101,855	134,051

6 Expenditure on raising funds

	Unrestricted Funds	Restricted Funds	Total	Unrestricted Funds	Restricted Funds	Total
Direct Fundraising Costs	£	£	2023 £	£	£	2022 £
Direct Staff Costs	26,293	-	26,293	33,895	-	33,895
Purchases of books and merchandise for resale	4,098	-	4,098	1,036	-	1,036
Presentations and events	1,053	-	1,053	13,864	-	13,864
Other fundraising costs	2,697	3	2,700	243	65	308
Support cost allocation (note 5)	23,499	5,587	29,086	26,312	5,884	32,196
Total	57,640	5,590	63,230	75,350	5,949	81,299

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2023 (continued)

7a Expenditure on charitable activities	Unrestricted Funds £	Restricted Funds £	2023 £	Unrestricted Funds £	Restricted Funds £	2022 £
Direct Costs						
Direct Staff Costs	47,071	59,399	106,470	12,750	102,628	115,378
Direct Activities Undertaken	77,733	27,399	105,132	67,306	926	68,232
Direct support Costs	15,306	30	15,336	517	7,490	8,007
Grant Funding of Activities	34,993	112,000	146,993	56,075	79,750	135,825
Support Costs allocation (See note 5)	104,863	-	104,863	81,494	20,361	101,855
Total	279,966	198,828	478,794	218,142	211,155	429,297

7b Expenditure on charitable activities – By Programme

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 & Policy Activity in the UK:** raising awareness in the UK of issues such wildlife trafficking and sharing news about the chimpanzee families and on-going JGI scientific research into wild chimps in Gombe.
- **Roots & Shoots International Growth** - as detailed on page 8, 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.

	Unrestricted funds £	Restricted funds £	2023 £	Unrestricted Funds £	Restricted Funds £	2022 £
Africa Community Conservation & Chimp Sanctuaries						
Grant Funding of Activities	34,993	43,250	78,243	56,075	10,824	66,899
Direct Staff Costs	3,724	-	3,724	2,926	-	2,926
Direct Support Costs	-	30	30	-	-	-
Allocated Support Costs	8,879	-	8,879	8,824	2,205	11,029
Total	47,596	43,280	90,876	67,825	13,029	80,854
Roots & Shoots UK & UAE						
Direct Staff Costs	33,427	59,399	92,826	-	102,628	102,628
Direct Activities Undertaken	77,898	-	77,898	67,306	926	68,232
Direct Support Costs	15,306	-	15,306	517	7,491	8,008
Grant Funding of Activities	-	-	-	-	176	176
Allocated Support Costs	54,198	-	54,198	31,145	7,782	38,927
Total	180,239	59,399	239,638	98,968	119,003	217,971

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2023 (continued)

	Unrestricted funds £	Restricted funds £	2023 £	Unrestricted Funds £	Restricted Funds £	2022 £
Roots & Shoots International Growth*						
Grant Funding of Activities	-	68,750	68,750	-	68,750	68,750
Activities undertaken directly	424	27,399	27,823	-	-	-
Allocated support costs	7,835	-	7,835	7,786	1,945	9,731
Total	8,259	96,149	104,408	7,786	70,695	78,481

***Roots & Shoots International Growth**

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

The Institute received £125,000 of restricted funding in 2023 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 & Policy Activity in the UK

Direct Staff Costs	9,921	-	9,921	9,824	-	9,824
Allocated Support Costs	33,951	-	33,951	33,739	8,429	42,168
Total	43,872	-	43,872	43,563	8,429	51,992

Total	279,966	198,828	478,794	218,142	211,156	429,298
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	Unrestricted funds £	Restricted funds £	2023 £	Unrestricted Funds £	Restricted Funds £	2022 £
Grants to Organisations						
JGI Chimp Eden	1,000	26,250	27,250	27,876	9,412	37,288
JGI Senegal	30,000	-	30,000	24,000	1,412	25,412
JGI Uganda	3,993	-	3,993	4,199	-	4,199
JGI Burundi	-	-	-	-	176	176
JGI Global	-	68,750	68,750	-	68,750	68,750
JGI Tchimpounga	-	17,000	17,000	-	-	-
Total	34,993	112,000	146,993	56,075	79,750	135,825

8 Net income for the year

	2023 £	2022 £
This is stated after charging:		
Independent examiner's fee	2,938	2,200
Depreciation	2,043	2,608

9 Staff costs

	2023 £	2022 £
Wages and salaries	208,588	218,216
National insurance costs	17,963	19,579
Pension costs	8,757	8,732
	<hr/>	<hr/>
Total	235,308	246,527
	<hr/> <hr/>	<hr/> <hr/>

There is one (2022: one) employee with emoluments within the salary band £70,000 - £80,000. In addition, one (2022 : one) further employee had a full time equivalent salary within the salary band £70,000 - £80,000.

The average number of employees during the year was 4 (2022 - 5).

Full time Equivalent Employees	2023	2022
Full time Employees	4	4.0
Part-time Employees	0.8	0.8
Total FTE Employees	4.8	4.8

Key Management Personnel

The Trustees consider the CEO as comprising the key management personnel of the charity and the acting CEO (paid on a consultancy basis).

The total amount of employee benefits received by key management personnel in 2023 was £88,018 (2022 £84,238)

10 Trustee remuneration and expenses

None of the Trustees, nor any persons connected with them, received any remuneration during the year from the Institute (2022 - £Nil). The charity insurance policy for 2023 and 2022 included Trustee Indemnity Insurance. The cost of the Trustee Indemnity Insurance element of the policy is not separately identifiable.

During the year no trustees received reimbursement of expenses (£Nil – 2022).

11 Taxation

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

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2023 (continued)

12 Tangible fixed assets

	Website	Office equipment £	Computer equipment £	Total £
<i>Cost</i>				
At 1 January 2023	1,200	6,747	330	8,277
Additions	-	589	-	589
At 31 st December 2023	<u>1,200</u>	<u>7,336</u>	<u>330</u>	<u>8,866</u>
<i>Depreciation</i>				
At 1 January 2023	653	4,468	137	5,258
Provided during year	400	1,577	66	2,043
At 31 December 2023	<u>1,053</u>	<u>6,045</u>	<u>203</u>	<u>7,301</u>
<i>Net book value</i>				
At 1 January 2023	547	2,279	192	3,018
At 31 December 2023	<u>147</u>	<u>1,291</u>	<u>127</u>	<u>1,565</u>

13 Stock

	2023 £	2022 £
Books	5,845	7,712
Merchandise	1,299	3,530
Total	<u>7,144</u>	<u>11,242</u>

14 Debtors

	2023 £	2022 £
Other debtors	-	2,547
Prepayments	9,941	7,590
Total	<u>9,941</u>	<u>10,137</u>

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2023 (continued)

15 Creditors: amounts falling due within one year

	2023	2022
	£	£
Trade creditors	27,642	14,934
Trustee loan	10,130	10,130
Accruals	4,200	8,193
Taxation and social security	5,384	5,958
Pension creditor	2,025	2,109
Other creditors	224	743
Total	49,605	42,067

16 Restricted funds

	Balance at 01/01/2023	Income	Expenditure	Balance at 31/12/2023
	£	£	£	£
Roots & Shoots UK	148	20,226	(20,374)	-
Roots & Shoots UAE	10,391	34,375	(44,617)	149
Tchimpounga	5,756	14,576	(17,014)	3,318
Senegal	73	-	-	73
Chimp Eden	1,980	25,000	(26,264)	716
Restricted JGI UK	5,524	21,875	(27,399)	-
JGI Global DP World	-	68,750	(68,750)	-
Total	23,872	184,802	(204,418)	4,256
Restricted funds - prior year	Balance at 01/01/2022	Income	Expenditure	Balance at 31/12/2022
	£	£	£	£
Roots & Shoots UK	24,647	46,121	(70,620)	148
Roots & Shoots UAE	-	60,877	(50,486)	10,391
Tchimpounga	1,026	4,730	-	5,756
Senegal	741	765	(1,433)	73
Chimp Eden	2,245	9,199	(9,464)	1,980
Restricted JGI UK	-	21,875	(16,351)	5,524
JGI Global DP World	-	68,750	(68,750)	-
Total	28,659	212,317	(217,104)	23,872

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2023 (continued)

Restricted Funds Description

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.

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. 80% of Chimp Guardian income is donated to Tchimpounga to contribute towards providing food, medicine, enrichment and care for chimps at the centre and 20% contributes towards our costs in running and promoting the programme in the UK.

Senegal

Funds restricted for Senegal are to support the protection of the critically endangered Western chimpanzee and reversing deforestation through community led initiatives. Funds are donated to our sister organisation '*Instituto Jane Goodall*' (*the Jane Goodall Institute Spain*) which 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 in South Africa. Funds are donated to the *Jane Goodall Institute South Africa* which runs the sanctuary 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

The Institute is proud to have developed an agreement with DP World that shares income from its funding with other JGIs around the world - as such from the first-year funding 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

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2023 (continued)

17 Analysis of net assets between funds

	Unrestricted	Senegal	Congo	Roots & Shoots UK		Roots & Shoots UAE		Chimp Eden	Rest JGI	Total Restricted	Total 2023
				£	£	£	£				
Fixed Assets	1,565	-	-	-	-	-	-	-	-	-	1,565
Cash at bank	665,439	(35)	2,976	1,324	2,018	(393)	7,417	13,307	-	678,746	
Other current assets	14,982	108	342	362	182	1,109	-	2,103	-	17,085	
Creditors falling due within one year	(38,451)	-	-	(1,686)	(2,051)	-	(7,417)	(11,154)	-	(49,605)	
Total net assets at 31 December 2023	643,535	73	3,318	-	149	716	-	4,256	-	647,791	

18 Analysis of net assets between funds (prior year)

	Unrestricted	Senegal	Congo	Roots & Shoots UK		Roots & Shoots UAE		Chimp Eden	Rest JGI	Total Restricted	Total 2022
				£	£	£	£				
Fixed Assets	3,019	-	-	-	-	-	-	-	-	-	3,019
Cash at bank	610,869	(35)	5,519	10,365	18,758	730	8,024	43,361	-	654,230	
Other current assets	19,462	108	237	161	161	1,250	-	1,917	-	21,379	
Creditors falling due within one year	(20,661)	-	-	(10,378)	(8,528)	-	(2,500)	(21,406)	-	(42,067)	
Total net assets at 31 December 2022	612,689	73	5,756	148	10,391	1,980	5,524	23,872	-	636,561	

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2023 (continued)

18 Financial commitments

As at 31 December 2023, the charity had total annual commitments under non-cancellable property leases as set out below:

	2023	2022
	£	£
Not later than one year	6,537	6,666
Within two to five years	4,950	4,068
	11,487	10,734
	11,487	10,734

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 to 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 2023, the cost of books written by Dr Jane Goodall that were purchased by the Institute was £nil (2022: £824).

The Trustee loan, included within 'Creditors: amounts falling due within one year' of £10,130 (2022 : £10,130) is unsecured, interest free and repayable by agreement between The Jane Goodall Institute (UK) and the Trustee.

Dr Jane Goodall is a Trustee of JGI USA and Mary Lewis receives remuneration as a consultant for JGI USA. In 2023, the Institute donated £7,000 to the JGI Tchimpounga sanctuary via JGI USA which handles income generation for the sanctuary. During the year \$5,000 (£3,993) (2022: £4,199) was donated to the Jane Goodall Institute Uganda via JGI USA which handles income generation for the JGI Uganda office.

Trustee's made donations of £6,247 in 2023 and £29,597 in 2022.

During the year the charity purchased website design and marketing services totaling £13,200 (2022: £Nil) from Adventure Cap Ltd of which the director is the daughter of Rosemary Reed (Trustee). At the year end there were £Nil amounts outstanding (2022: £Nil).

There are no other related party transactions to note (2022: none).