



Jane Goodall Institute
UK

Annual Report and Financial Statements

Year Ended 31 December 2024

Charity Number 327858

**The Jane Goodall Institute (UK)
Report and financial statements
for the year ended 31 December 2024**

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Reference and administrative information
for the year ended 31 December 2024

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		1 October 2025
Mary Lewis - Dr. Goodall's representative - Chair		
Dr Roger Wood	25 April 2022	
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

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Trustees' Annual Report
for the Year Ended 31 December 2024

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 2024.

Dr Jane Goodall, DBE and UN Messenger of Peace

Sadly, on the 1st October 2025, we lost our beloved Dr Jane Goodall. We remain focused on carrying out the work of Dr Jane Goodall 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 was 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 continued 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 75 countries.

Throughout 2024, 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.

In January 2025, Dr Jane Goodall was awarded the Presidential Medal of Freedom by US President Joe Biden. This is a huge honour and is the highest civilian award of the United States and was created to recognise people who have made 'an especially meritorious contribution.

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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 26 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 Interim Chief Executive Officer (CEO), Mark Munnelly.

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 recognise the current need for additional trustees and plan to recruit new Trustees in line with identified skills needs, especially around legal advice, HR and marketing. Since we have lost our founding Trustee, Dr Goodall, we will be looking to add further replacements in order to provide a balanced decision-making process and to further enforce corporate governance. 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 confirms 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. There was a 2022-2025 Strategic Roadmap in place, however, this has now come to an end. During 2025 Rosemary Reed was provided an additional title of Strategic and Partnership Director and has been focused on putting in place a new road map for the charity to focus on. This will be based around corporate donations, holding auctions of high value donations like artwork and also expanding the range of merchandise which will be endorsed by high profile celebrities. The charity will continue with focusing 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

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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:

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 as 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. Tanzania is now in its 65th year and we continue the ongoing research into the wild chimpanzees of Gombe.

Achievements And Performance

Key Achievements

The Interim CEO continued the 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. This has been supported by the Trustees and the Trustees have really worked closely with the team to deliver several of the projects.

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:

a. Organisational Transformation

The charity underwent a complete UK transformation during the year:

A refreshed brand identity aligned with JGI Global.

Redesigned and relaunched websites for JGI UK and Roots & Shoots, increasing engagement by 145% year-on-year.

Strategic partnerships and enhanced donor experience through the Chimp Eden Guardianship Programme.

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Streamlined internal operations and administration

Brought the JGI UK Roots & Shoots program to mass schools

b. Digital Growth

Social media audience increased from 4,000 to over 218,000 followers.

3.5 million monthly views across platforms achieved through creative content and community engagement.

Regular digital newsletters and the "JGI Hope Times" maintained engagement and transparency with supporters.

c. Education and Outreach

The Roots & Shoots E-Learning Platform was launched, offering:

Interactive modules for primary schools nationwide.

Teacher resources and student challenges aligned with national curriculum standards.

Community features connecting schools and youth groups.

Partnership with the Science Museum delivered immersive exhibitions and IMAX screenings, reaching thousands of students monthly.

The charity was offered to collaborate with Gregoire Moisson of Wilm Immersion on an innovative 360° Virtual Reality Experience, allowing young learners to explore Gombe Stream and connect emotionally with Dr. Jane Goodall's story.

d. Public Engagement and Media

Dr. Jane Goodall's appearances included:

Glastonbury Festival (Main Stage), reaching over 30,000 people live and millions via media coverage.

Features in YOU Magazine, Vogue, and an exclusive interview on ITV's Lorraine.

Keynote at SXSW Festival and events at The Ned, Soho House, and Earthfest.

National media coverage ensured continuous visibility for JGI UK's mission throughout the year.

e. Partnerships and Funding

All UK events were 100% externally funded through strategic partnerships.

Major supporters included DP World, The Lumineers, Fable & Mane, Omaze, and Fisker.

These collaborations expanded the charity's reach and secured long-term sustainability, allowing donor funds to directly support conservation and education programmes.

f. Ambassadors and Creative Innovation

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Ambassadors Akash Mehta and Kyle Thomas expanded youth engagement and conservation awareness through digital influence.

Launch of the Mr. Brainwash Art Collection (nine unique pieces) for merchandise and fundraising.

Continued development of creative media through Rosemary Reed's TED collaborations and advocacy campaigns such as Camp Beagle.

g. Educational Impact

Roots & Shoots activities reached over 800 schools nationwide, engaging thousands of students in hands-on environmental projects.

95% of participating teachers reported improved student engagement and awareness of environmental issues.

Ongoing DP World School Grants enabled schools in underserved communities to access educational programmes

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 5 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 2025 and through 2026. 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:

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- Legacies: as always, we remain hugely grateful to all those who so kindly remember the Institute in their wills. In 2024, we were touched to have been left a legacy donation by Catherine Anderson Smith and William Day. These people have been key to the continuance of the charity here in the UK.
- Speaker donations: Dr Goodall DBE, carried out talks at Earth Day and this resulted in income amounting to \$30,000.
- 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. 2025 results are already hugely increased and this is a combination of new products and partnerships with artists like Mr Brainwash and also the sad loss of Dr Goodall.
- 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 10) and this remains a priority for the charity.
- Corporate donations: during the year it was a pleasure to work with some new corporate partners who very generously donated towards our work, Matchroom & CitiBank.
- DP World: We are excited to announce that we have signed a funding agreement with DP World which will be included in the 2025 accounts. This will be used for the Roots & Shoots program and funding a e-learning program.

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.

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 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.

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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.

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.

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.

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 9, 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.

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- 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.

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

- In places like Uganda, girls that stay on a 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.
- Since 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.

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. Since 2023, the Roots & Shoots programme had more than 12,000 groups around the world involving more than one million people.

DEVELOPING COMPASSIONATE YOUNG CHANGE MAKERS IN THE UK 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.

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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.

In 2023, 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 which continued in 2024 with lots of school visits happening in 2025.

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.

The Twinning Programme

A number of Roots & Shoots participating schools across the UK 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.

Profile Raising

The charity has taken on external marketing and communication team to help build the profile, which the achievements recorded above show that this has been very successful.

Brand awareness will be a huge part of the future and so raising the Jane Goodall profile in 2024 was a key for growth; there will be an even bigger push into these areas and functions in 2025 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.

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Plans For Future Periods – 2025

In line with the Institute's strategic roadmap previously set out for 2022-2024, activity will be based around the following main areas for 2025/26 and will continue the vision of the late Dr Jane Goodall.

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
- Taking on highly relevant and exciting ambassadors who through their massive online followings can further spread the messages of hope through engagement
- "My Life, My Legacy" – a major event with Richard E. Grant at The Lyceum is due to take place in early 2026.
- Darwin200 collaboration (Oct 2025), connecting scientific heritage with modern conservation.
- Launch of "Jane Britannia", a large-scale ocean plastic sculpture (Jan 2026).
- Expansion of the National Schools Challenge to reach 40% more schools.
- Continued digital growth (targeting 30% social media increase) and enhanced volunteer engagement

Income Generation

- In 2025 the new DP World funding will begin which will enable us to roll out the Roots & Shoot, e-learning to schools. 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. As stated we would be looking to add further Trustees who will bring their own extended network that we hope to utilise in order to further raise donations, especially corporate donations.

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- 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 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 sponsors in 2025 & 2026.

We will have lost the speaking revenue due to the loss of the late Dr Jane Goodall, however, we have some very influential and passionate Trustees so this might become a new revenue stream through them. We are set to see if the old agent will still be able to generate this type of revenue on the Charity brand alone yet.

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
- We will be looking to register the charity in Scotland and Ireland as we have several contracts and relationships in both parts of the UK and would like to for that with their charity commission.

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 which is now in its 65th year.
- 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.
- 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.

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FINANCIAL REVIEW

Overall there has been a decrease of income, with £495,383 verses £553,254 in 2023. This is mostly to do with a decrease in funding from DP World as 2023 was the final year of the £250,000 monies received. We have however been able to agree a new deal with DP World and this resulted in £150,000 being agreed at the end of 2024, with further funding of £75,000 agreed for 2026 and 2027. During the year, the late Dr Goodall spent a considerable amount of time outside of the UK and therefore the UK struggled to agree times for speaking events which would have resulted in additional income. The legacy monies received have hugley helped the charity continue its work and we are forever grateful for these kind donations.

We have really focused on building the brand in the UK in order to have a big push in 2025 & 2026 for further income and this has seen a huge increase in our social media presence and we will be monitising this in 2025 & 2026.

The charity has continued to spend the majority of income on the charitable activites with £419,493 (85%) paid in 2024 verses £478,794 (86%) in 2023.

The Institute continues to closely monitor expenditure and to minimise costs incurred other than those directly related to charitable activities.

Overall expenditure totalled £472,897 (2023 - £542,024), resulting in a surplus for the year of £22,486 (2023 – £11,230)

The accumulated funds at 31 December 2024 amount to £670,227 (2023 - £647,791)

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 £615,376 (2023: £643,535).

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.

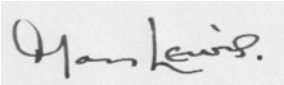
The Trustees are responsible for keeping accounting records which disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Charities Act 2011. They are also responsible for safeguarding the assets of the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

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Trustees' Annual Report
for the Year Ended 31 December 2024

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 15 was approved by the trustees, as a body, and signed on their behalf by:

A handwritten signature in black ink that reads "Mary Lewis". The signature is written in a cursive style and is contained within a light grey rectangular box.

Mary Lewis
Trustee

Date: 11/11/2025

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 2024, which are set out on pages 18 to 33.

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.

Suzanne Goldsmith FCA



Date: 12 November 2025

Tennyson House
Cambridge Business Park
Cambridge
CB4 0WZ

The Jane Goodall Institute (UK)
Statement of Financial Activities
for the year ended 31 December 2024

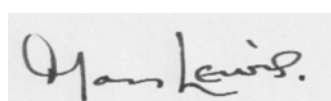
	Notes	Unrestricted funds £	Restricted funds £	Total 2024 £	Unrestricted funds £	Restricted funds £	Total 2023 £
Income from:							
Donations and legacies	2	229,243	68,982	298,225	234,043	59,802	293,845
Charitable Activities	3	7,089	180,772	187,861	125,000	125,000	250,000
Other trading activities	4	800	-	800	2,526	-	2,526
Investments		8,497	-	8,497	6,883	-	6,883
		<u>245,629</u>	<u>249,754</u>	<u>495,383</u>	<u>368,452</u>	<u>184,802</u>	<u>553,254</u>
Expenditure on:							
Raising funds	6	32,360	21,044	53,404	57,640	5,590	63,230
Charitable activities	7	241,429	178,065	419,493	279,966	198,828	478,794
		<u>273,789</u>	<u>199,109</u>	<u>472,897</u>	<u>337,606</u>	<u>204,418</u>	<u>542,024</u>
Net Income/(Expenditure)		(28,159)	50,645	22,486	30,846	(19,616)	11,230
Transfers between funds		-	-	-	-	-	-
Net movement in funds for the year		(28,159)	50,645	22,486	30,846	(19,616)	11,230
Reconciliation of funds							
Total funds brought forward		643,535	4,256	647,791	612,689	23,872	636,561
Total funds carried forward		<u>615,376</u>	<u>54,901</u>	<u>670,277</u>	<u>643,535</u>	<u>4,256</u>	<u>647,791</u>

The notes on pages 21 to 33 form part of these financial statements.

The Jane Goodall Institute (UK)
Balance sheet
at 31 December 2024

Charity number 327858	Note	2024 £	2024 £	2023 £	2023 £
Fixed assets					
Tangible assets	12		364		1,565
Current assets					
Stock	13	4,211		7,144	
Debtors	14	153,993		9,941	
Cash at bank and in hand		529,420		678,746	
		<u>687,624</u>		<u>695,831</u>	
Creditors: amounts falling due within one year	15	17,711		49,605	
Net current assets			<u>669,913</u>		<u>646,226</u>
Net assets			<u>670,277</u>		<u>647,791</u>
Funds					
Restricted funds	16		54,901		4,256
Unrestricted funds			615,376		643,535
Total funds carried forward			<u>670,277</u>		<u>647,791</u>

The financial statements on pages 21 to 33 were approved by the Trustees, as a body, and signed on their behalf by:



Mary Lewis
Trustee

Date: 11/11/2025

The notes on pages 21 to 33 form part of these financial statements.

The Jane Goodall Institute (UK)
Statement of Cash Flows
For the year ended 31 December 2024

	Notes	2024 (£)	2023 (£)
Cash flow from operating activities			
Net cash flow from operating activities (see below)		(157,823)	18,222
Cash flow from investing activities			
Dividends, interest and rents from investments		8,497	6,883
Purchase of tangible assets	12	-	(589)
		<hr/>	<hr/>
Change in cash and cash equivalents in the year		(149,326)	24,516
Cash and cash equivalents brought forward		678,746	654,230
		<hr/>	<hr/>
Cash and cash equivalents carried forward		529,420	678,746
		2024 (£)	2023 (£)
Reconciliation of net movement in funds to net cash flow from operating activities			
Net income for the year as per Statement of Financial Activities		22,486	11,230
Adjustment for:			
Depreciation charges	12	1,201	2,043
Dividends, interest and rents from investments		(8,497)	(6,883)
(Increase)/decrease in stock	13	2,933	4,098
(Increase)/decrease in debtors	14	(144,052)	196
Increase/(decrease) in creditors	15	(31,894)	7,538
		<hr/>	<hr/>
Net cash used in operating activities		(157,823)	18,222
Analysis of changes in net debt			
	At 1 Jan 2024	Cashflows	At 31 Dec 2024
Cash and cash equivalents			
Cash	678,746	(149,326)	529,420
	<hr/>	<hr/>	<hr/>
Borrowings			
Debt due within one year	(10,130)	-	(10,130)
	<hr/>	<hr/>	<hr/>
Total	668,616	(149,326)	519,290
	<hr/>	<hr/>	<hr/>

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2024

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 2026 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 2024 (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 2024 and used the following bases to allocate costs between Fundraising and Charitable Activities as follows:

- *Staff costs* – all allocated to charity activity as there was no dedicated fund raiser on the payroll this year
- *Office and administration costs* – 42.1% Fund Raising and 57.9% Charitable Activities
- *Rent* – 100% Charitable Activities
- *Insurance* – 100% 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 2024 (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.

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 2024 (continued)

2 Income from donations and legacies

	Unrestricted funds £	Restricted funds £	2024 £	2023 £
Membership subscriptions	-	-	-	-
Legacies	151,958	-	151,958	35,042
Donations	45,008	63,872	108,880	224,169
Donations in lieu of Speaker Income	27,058	-	27,058	27,651
Guardianship programme	2,815	5,055	7,870	4,162
The Peak Society	-	-	-	500
Gift Aid	2,404	55	2,459	2,321
Total	<u>229,243</u>	<u>68,982</u>	<u>298,225</u>	<u>293,845</u>

3 Income from charitable activities

	Unrestricted funds £	Restricted funds £	2024 £	2023 £
Provision of services	7,089	180,772	187,861	250,000
Total	<u>7,089</u>	<u>180,772</u>	<u>187,861</u>	<u>250,000</u>

4 Income from other trading activities

	Unrestricted funds £	Restricted funds £	2024 £	2023 £
Presentations and events	-	-	-	-
Proceeds of sale of books and merchandise	800	-	800	2,526
Total	<u>800</u>	<u>-</u>	<u>800</u>	<u>2,526</u>

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2024 (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 2024	Raising Funds	Charitable Activities	Total 2023
Support Cost Allocation	£	£	£	£	£	£
Staff costs	-	30,466	30,466	23,573	82,820	106,393
Office and administration	47,650	72,585	120,235	3,229	12,019	15,248
Rent	-	9,980	9,980	1,674	5,882	7,556
Insurance	-	5,735	5,735	610	2,142	2,752
Governance costs	-	215	215	-	2,000	2,000
Total	47,650	118,981	166,631	29,086	104,863	133,949

6 Expenditure on raising funds

	Unrestricted Funds	Restricted Funds	Total 2024	Unrestricted Funds	Restricted Funds	Total 2023
	£	£	£	£	£	£
Direct Fundraising Costs						
Direct Staff Costs	-	-	-	26,293	-	26,293
Purchases of books and merchandise for resale	5,377	-	5,377	4,098	-	4,098
Presentations and events	50	-	50	1,053	-	1,053
Other fundraising costs	323	4	327	2,697	3	2,700
Support cost allocation (note 5)	26,610	21,040	47,650	23,499	5,587	29,086
Total	32,360	21,044	53,404	57,640	5,590	63,230

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2024 (continued)

7a Expenditure on charitable activities	Unrestricted Funds £	Restricted Funds £	2024 £	Unrestricted Funds £	Restricted Funds £	2023 £
Direct Costs						
Direct Staff Costs	-	69,480	69,480	47,071	59,399	106,470
Direct Activities Undertaken	106,312	92,095	198,407	77,733	27,399	105,132
Direct support Costs	2,754		2,754	15,306	30	15,336
Grant Funding of Activities	20,757	9,114	29,871	34,993	112,000	146,993
Support Costs allocation (See note 5)	111,605	7,376	118,981	104,863	-	104,863
Total	241,429	178,065	419,493	279,966	198,828	478,794

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** - the Institute received £125,000 in 2023 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 £	2024 £	Unrestricted Funds £	Restricted Funds £	2023 £
Africa Community Conservation & Chimp Sanctuaries						
Grant Funding of Activities	20,757	9,114	29,871	34,993	43,250	78,243
Direct Staff Costs	-	-	-	3,724	-	3,724
Direct Support Costs	-	-	-	-	30	30
Allocated Support Costs	-	-	-	8,879	-	8,879
Total	20,757	9,114	29,871	47,596	43,280	90,876
Roots & Shoots UK & UAE						
Direct Staff Costs	-	69,480	69,480	33,427	59,399	92,826
Direct Activities Undertaken	106,312	92,095	198,407	77,898	-	77,898
Direct Support Costs	2,754	-	2,754	15,306	-	15,306
Grant Funding of Activities	-	-	-	-	-	-
Allocated Support Costs	111,605	7,376	118,981	54,198	-	54,198
Total	220,671	168,951	389,622	180,829	59,399	240,228

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2024 (continued)

	Unrestricted funds £	Restricted funds £	2024 £	Unrestricted Funds £	Restricted Funds £	2023 £
Roots & Shoots International Growth*						
Grant Funding of Activities	-	-	-	-	68,750	68,750
Activities undertaken directly	-	-	-	424	27,399	27,823
Allocated support costs	-	-	-	7,835	-	7,835
Total	-	-	-	8,259	96,149	104,408

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
Allocated Support Costs	-	-	-	33,951	-	33,951
Total	-	-	-	43,872	-	43,872

Total	-	-	-	280,556	198,828	479,384
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	Unrestricted funds £	Restricted funds £	2024 £	Unrestricted Funds £	Restricted Funds £	2023 £
Grants to Organisations						
JGI Chimp Eden	17,186	9,114	26,300	1,000	26,250	27,250
JGI Senegal	-	-	-	30,000	-	30,000
JGI Uganda	-	-	-	3,993	-	3,993
JGI Burundi	-	-	-	-	-	-
JGI Global	-	-	-	-	68,750	68,750
JGI Tchimpounga	3,571	-	3,571	-	17,000	17,000
Total	20,757	9,114	29,871	34,993	112,000	146,993

8 Net income for the year

	2024	2023
	£	£
This is stated after charging:		
Independent examiner's fee	3,000	2,938
Depreciation	1,201	2,043

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2024 (continued)

9 Staff costs

	2024	2023
	£	£
Wages and salaries	92,895	208,588
National insurance costs	4,525	17,963
Pension costs	2,525	8,757
	<hr/>	<hr/>
Total	99,945	235,308
	<hr/>	<hr/>

The average number of employees during the year was 3 (2023 – 5).

Full time Equivalent Employees	2024	2023
Full time Employees	2	4.0
Part-time Employees	0.8	0.8
Total FTE Employees	2.8	4.8
	<hr/> <hr/>	<hr/> <hr/>

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 fee for the interim CEO was billed via a Limited company and amounted to £32,400 (2023: £4,800).

10 Trustee remuneration and expenses

None of the Trustees, nor any persons connected with them, received any remuneration during the year from the Institute (2023 - £Nil). The charity insurance policy for 2024 and 2023 included Trustee Indemnity Insurance. The cost of the Trustee Indemnity Insurance element of the policy is not separately identifiable.

During the year one Trustee received reimbursement of expenses of £26,610 (£Nil – 2023) for travel, accommodation, subsistence, telephone expenses and insurance.

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 2024 (continued)

12 Tangible fixed assets	Website	Office equipment £	Computer equipment £	Total £
<i>Cost</i>				
At 1 January 2024	1,200	7,336	330	8,866
Additions	-	-	-	-
At 31 st December 2024	<u>1,200</u>	<u>7,336</u>	<u>330</u>	<u>8,866</u>
<i>Depreciation</i>				
At 1 January 2024	1,053	6,045	203	7,301
Provided during year	147	988	66	1,201
At 31 December 2024	<u>1,200</u>	<u>7,033</u>	<u>269</u>	<u>8,502</u>
<i>Net book value</i>				
At 1 January 2024	147	1,291	127	1,565
At 31 December 2024	<u>-</u>	<u>303</u>	<u>61</u>	<u>364</u>
13 Stock			2024	2023
			£	£
Books			3,799	5,845
Merchandise			412	1,299
Total			<u>4,211</u>	<u>7,144</u>
14 Debtors			2024	2023
			£	£
Prepayments			3,993	9,941
Accrued income			150,000	-
Total			<u>153,993</u>	<u>9,941</u>

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2024 (continued)

15

Creditors: amounts falling due within one year

	2024	2023
	£	£
Trade creditors	2,582	27,642
Trustee loan	10,130	10,130
Accruals	3,000	4,200
Taxation and social security	1,426	5,384
Pension creditor	386	2,025
Other creditors	187	224
	17,711	49,605
Total	17,711	49,605

16 **Restricted funds**

	Balance at 01/01/2024	Income	Expenditure	Balance at 31/12/2024
	£	£	£	£
Roots & Shoots UK	-	206,827	(165,168)	41,659
Roots & Shoots UAE	149	30,772	(23,309)	7,612
Tchimpounga	3,318	5,055	-	8,373
Senegal	73	-	-	73
Chimp Eden	716	7,100	(9,114)	(1,298)
Restricted JGI UK	-	-	(1,518)	(1,518)
	4,256	249,754	(199,109)	54,901
	4,256	249,754	(199,109)	54,901
Restricted funds - prior year	Balance at	Income	Expenditure	Balance at
	01/01/2023			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)	-
	23,872	184,802	(204,418)	4,256
Total	23,872	184,802	(204,418)	4,256

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2024 (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

In previous years The Institute had 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. Please note that this agreement ended in 2023 and there was no funding received from DP World, however, we are delighted to confirm that we have been able to agree a new funding program for the Roots & Shoots School Tour which starts in 2025.

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2024 (continued)

17 Analysis of net assets between funds	Unrestricted	Senegal	Congo	Roots & Shoots UK		Roots & Shoots UAE		Chimp Eden	Rest JGI	JGI Global DP World		Total Restricted	Total 2024
				£	£	£	£			£	£		
Fixed Assets	364	-	-	-	-	-	-	-	-	-	-	£	364
Cash at bank	635,285	(35)	5,537	(27,207)	(100,079)	(2,406)	(25,424)	43,749		(105,865)		£	529,420
Other current assets	8,204	-	-	149,891	109	-	-	-		150,000		£	158,204
Creditors falling due within one year	(28,477)	108	2,836	(81,025)	107,582	1,108	23,906	(43,749)		10,766		£	(17,711)
Total net assets at 31 December 2024	615,376	73	8,373	41,659	7,612	(1,298)	(1,518)	-		54,901		£	670,277

Analysis of net assets between funds	Unrestricted	Senegal	Congo	Roots & Shoots UK		Roots & Shoots UAE		Chimp Eden	Rest JGI	JGI Global DP World		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

The Jane Goodall Institute (UK)
Notes forming part of the financial statements
for the year ended 31 December 2024 (continued)

18 Financial commitments

As at 31 December 2024, the charity had total annual commitments under non-cancellable property leases as set out below:

	2024	2023
	£	£
Not later than one year	5,998	6,666
Within two to five years	-	4,068
	5,998	10,734
	5,998	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 2024, the cost of books written by Dr Jane Goodall that were purchased by the Institute was £nil (2023: £nil).

The Trustee loan, included within 'Creditors: amounts falling due within one year' of £10,130 (2023: £10,130) is unsecured, interest free and repayable by agreement between The Jane Goodall Institute (UK) and the Trustee.

Dr Jane Goodall was a Trustee of JGI USA and Mary Lewis receives remuneration as a consultant for JGI USA. In 2024, the Institute donated £3,571 (2023: £77,000) to the JGI Tchimpounga sanctuary via JGI USA which handles income generation for the sanctuary. During 2024 no funds (2023: £3,993) were donated to the Jane Goodall Institute Uganda via JGI USA which handles income generation for the JGI Uganda office.

Trustees made donations of £5,050 in 2024 and £6,247 in 2023.

During the year, the charity purchased website design, digital marketing, marketing campaign management building an education platform and social media management totaling £177,807 (2023: £13,200) from Adventure Cap Ltd of which the director is the daughter of Rosemary Reed (Trustee). At the end of the year there were nil amounts outstanding (2023: £nil). The education platform was a one-off piece of work amounting to £79,200 (including VAT) which was funded directly from DP World contract.