



Annual Report

2019-2020

Browse  **Poster**

Registered Charity in England & Wales no. 1178456

Note from the Chair

2nd year as a registered charity, I still can't believe how amazing the journey has been!

The year started with the launch of revised and updated booklets and later on, also the posters. A lot of work had gone into reviewing the literature available, liaising with industry experts and tweaking the design of the booklets to make them as user friendly as possible.

We decided to make all of the booklets an A5 size to streamline the production; costs and pricings. The booklets now feature a double-page for each species and are ring bound, offering a better and more practical viewing experience for the user.

As always, we have struggled with the poster production with suppliers going out of business or unable to provide the service we require. So there was an unfortunate delay before we were able to offer the latest updated posters.

This year has been very quiet in general compared to previous years in terms of sales and we have been looking at other means of income. We have something in the pipelines which we hope we will be able to launch over the next year.

At the moment of typing this, the entire world is facing an unprecedented crisis with the COVID-19 pandemic which is affecting everyone. It is a very challenging time and adding this to our low sales and high production costs this year, we have not been able to make donations to conservation projects as we normally do every year.

We are of course devastated by this as we take great pride in raising money for conservation through the sales of our products and have done so since our foundation in 2016. We envisage that the few donations we have received will be kept aside and added to next year's donation pot.

As always, I would like to take this opportunity to THANK YOU all for your continuing support, you are more important to us than you may realise!

Louise



**Browse Poster is a non-profit initiative to help
animal professionals identify suitable plant
material for a variety of animals whilst
raising money for conservation**

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Who is Browse Poster?

We are a small team, working voluntarily outside our daytime jobs!

Chair

Louise is the Chair of the charity and also the one who founded the initiative back in 2016.

She takes care of the operation from designing the booklets and posters from scratch, researching the contents and taking pictures of plants for the products, travelling to workshops and conferences to promote the products and also giving presentations on the subject, sharing information on social media, dealing with processing and sending orders, answering any questions and enquiries etc.

Secretary

Dan is the Secretary of the charity and the creator and workhorse behind our website and online shop as well as assisting with the accounting and taxes.

He also supports the operation of the charity and helps with the runs to the post office.

Other Trustees

Martin contributed massively when initially applying for the charity status. He continues to provide legal advice as and when needed and without him, the charity would not exist.

Yvonne and Lisa are always ready to support and scrutinise new ideas.



Browse Poster Objectives



- 1) The advancement of education for the public benefit in any part of the world by advancing and increasing individual and collective knowledge and understanding of the use of (*inter alia*) fresh plant material as a food source for exotic and domestic animals in captivity, in particular but not exclusively by collating research and published material and disseminating the same (including, without limitation, in the form of booklets, posters or online).
- 2) The advancement of environmental protection and improvement including, in particular but without limitation, conservation of flora, fauna and the habitats thereof, and encouragement of biodiversity, including within and via reputable zoological collections.
- 3) The advancement of charitable purposes (according to the laws of England and Wales) as the trustees see fit from time to time, in particular but not limited to advancing the conservation and/or welfare of flora, fauna and the environment generally including by the donation of funds.

Activities and Events

In late April to mid May 2019, the reworked and updated browse booklets were sent off to BIAZA for the certification process and all were certified.

In the beginning of May 2019, the Chair was invited to present at the BIAZA Browse Workshop held at Yorkshire Wildlife Park and the Chair also assisted with the practical session on identifying browse.



The Chair was approached at the beginning of the year by Drayton Manor Zoo who wanted to inquire about a customised browse workshop for their keepers. This materialised in August 2019 when the Chair travelled to Drayton Manor Zoo, providing a workshop taking the keepers through a number of topics concerning browse provision to improve their understanding. As a result, the keepers were inspired to seek more information about their animals; and ways to provide plants, and they also attempted to ensile leaves for winter provision for the first time.

In September 2019, the Chair was invited to the Great Ape Workshop to give a short presentation about the charity's work. The talk included a brief insight into how great apes use wild plants for various ailments and how this has taught scientists about using plants for treatments.

The BIAZA Mammal Taxon Working Group provided a stall for the Chair to come along with booklets and posters to the annual Mammal Working Group Conference in October 2019 held at ZSL Whipsnade Zoo.

Also in October, the Chair was invited to bring the booklets and posters along to the Domestic Animals in Zoos Workshop which was hosted by ZSL London Zoo.

A new partnership was formed with Roskilde Technical College in Denmark who offered to assist with the production of the browse posters and produce nutritional analysis of various plant materials to include in the booklets. There have been some challenges in finding a suitable and economical way to send samples in the post without the samples being ruined in transit and a solution has not been found yet.

During the early winter of 2019, Browse Poster ventured into the world of Twitter and Instagram in an attempt to broaden its audience and share information on plants in a more engaging way.



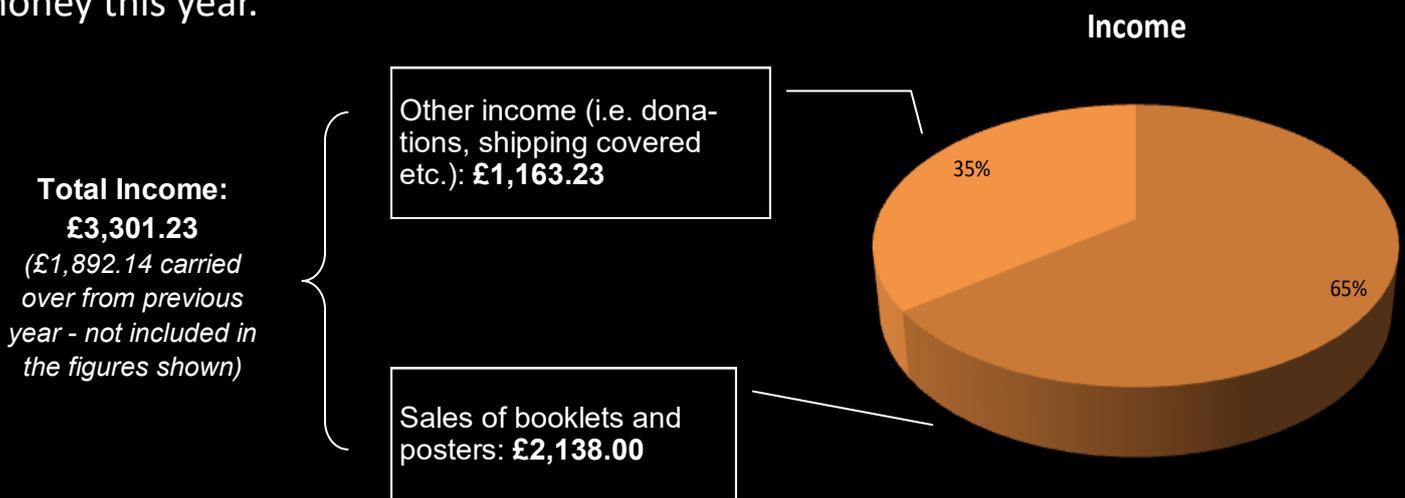
It has been a quiet year otherwise in terms of sales. The Chair was meant to attend the annual ABWAK Symposium in March 2020 where the organisers had offered a stall for the booklets and posters, but the event was understandably cancelled due to the COVID-19 pandemic.

Financial Summary

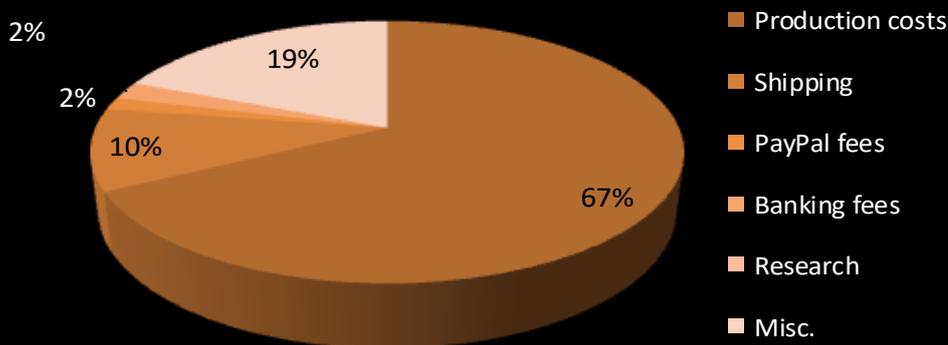
In the financial year of 2019/2020, a total of 141 booklets and 24 posters were sold across UK and Europe. A significant decrease from the previous year.

Normally, Browse Poster donates a sum of money to other charities and conservation projects by the end of every financial year.

Unfortunately, due to high production costs in relation to the updated booklets and posters at the beginning of the financial year, decreased sales and impact from the COVID-19 pandemic, Browse Poster has not found it financially responsible to donate money this year.



Expenditure



Total expenditure: £2,718.74
(The research fee was not sent until 6th April 2020 so will be listed in the next financial year)

Year on Year Comparison

	2018/2019	2019/2020	Difference
Total number of booklets sold	390	141	↓ 249
Total number of posters sold	63	24	↓ 39
Total income (not including balance from the previous year)	£6,195.57	£3,301.23	↓ 46.72%
Total expenditures (not including conservation support)	£3,250.31	£2,718.74	↓ 16.35%

Donors and Sponsors

Donations received from private individuals and fundraising sites: £630.61

The above includes a generous donation from Bio/Zoo Information to help pay for the attendance at a nutrition conference initially due to be held in April 2020. This event has now been postponed due to the COVID-19 pandemic so the money is held until the event takes place.



If you wish to support Browse Poster and help raise more money for conservation, there are multiple ways of doing so:

smile.amazon.co.uk



**Start fundraising
with JustGiving**

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Contact

If you have any enquiries or want to become a sponsor, feel free to contact us!

(We are a friendly bunch)

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