



Annual Report

2018-2019

Browse  **Poster**

Registered Charity in England & Wales no. 1178456

Note from the Chair

Wow, what a journey!

When starting this initiative back in 2016 with a humble plant ID poster sent out in a pdf against a donation to giraffe conservation, I had never thought it would reach this far.

But here we are; actual booklets and posters produced and sold across the UK and Europe, several conservation projects and charities supported, certified by BIAZA in 2017 and Browse Poster registered as a charity in 2018.

Feeding fresh plant material to captive animals is steadily increasing to become a part of the staple diet rather than just enrichment. But with increased enthusiasm comes the doubt: can I feed this plant to my animal? What is this plant anyway?

With the rise of social media, animal professionals and private holders would share information on what plant material they were feeding their animals. But here came yet another challenge... plants have a lot of common names and many of these names are often used for other plants depending on the region. So there was a perfect recipe for confusion and potential accidents waiting to happen.

So this is where Browse Poster is trying to help.

We encourage people to use botanical names when discussing plants, we try and help identify suitable plant material, we are unique in that we offer a guide to how plants can be fed to different animal taxa (animals have different tolerance levels to plant toxins), we collate the information there is out there about plants to create a tool that is easy and quick to use, and we raise awareness.

Last, but not least; with the help from all those who buy our products and support our work, we are also able to raise money for conservation!

Browse Poster would not have gone this far without the support from all of you so I would like to take this opportunity to THANK YOU all for your support!

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 tax issues.

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

Other Trustees

Martin contributed massively when applying for the charity status. He continues to provide legal advice as and when needed.

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 July/August 2018, the Primate Browse Booklet and the Fruit Bat & Callitrichid Flower Booklet were updated with added plant species and the updates were reviewed and approved by BIAZA (British Association of Zoos and Aquariums).

The Chair was invited to give a presentation at a national plant group meeting in Denmark in September 2018. This presentation gave an insight to the feeding of plants to a variety of animals including subjects such as resource planting for sustainability, choice of plant species, feeding of plants during winter time, plant toxins and seasonal nutrient changes and more.



In October 2018, the Chair visited the BIAZA Bird Working Group Conference with the products. A couple of booklets were donated for their raffle which raised money for a conservation project.



In November 2018, the Chair gave a brief presentation on the importance of plant identification at a BIAZA Certified Training Workshop for Macaques. A couple of booklets were donated for their raffle which raised money for a conservation project.

Also in November 2018, the website was upgraded so the charity got its own domain. An online shop was created as well to ease the shopping experience for people wanting to buy the booklets and posters. This was kindly supported by a new sponsor (Farm & Stable).

In January 2019, the Chair attended the 10th European Zoo Nutrition Conference to raise the profile of the charity and to sell the products.



In beginning of March 2019, the Chair attended the annual ABWAK Symposium. More booklets were donated for a raffle, raising money for a conservation project.

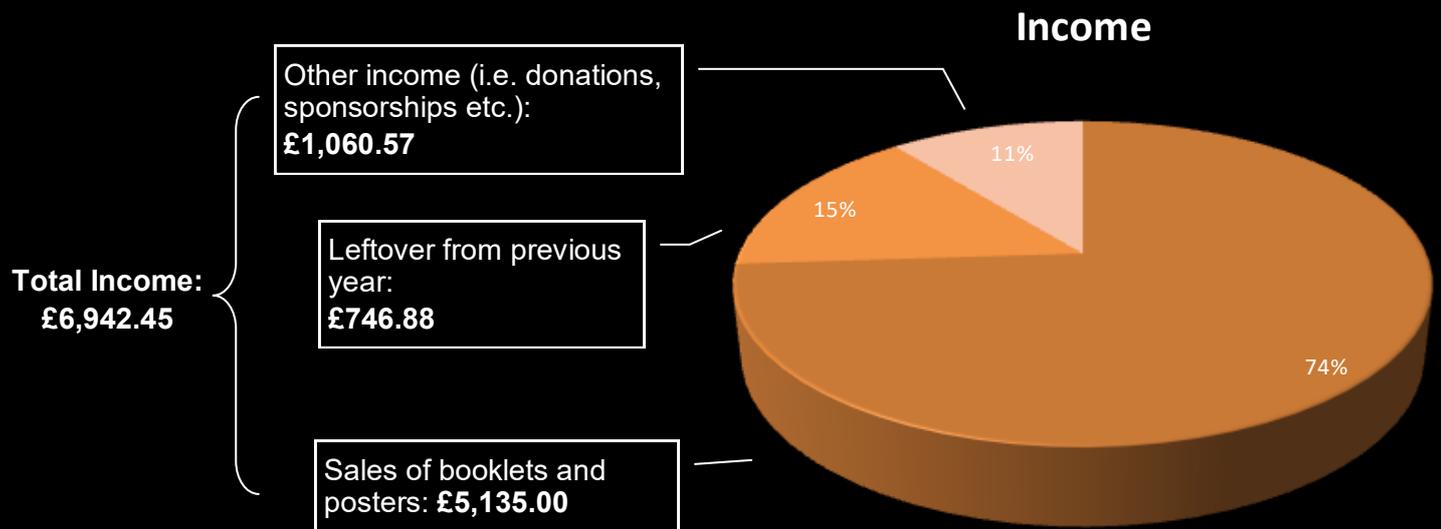
In February/March 2019, the work started to give the booklets a massive overhaul in terms of layout and design. Literature was reviewed and some new plant species was added as well. A trip to Royal Botanic Gardens in Kew, London, was made to take pictures of a variety of plants for the booklets.

Financial Summary

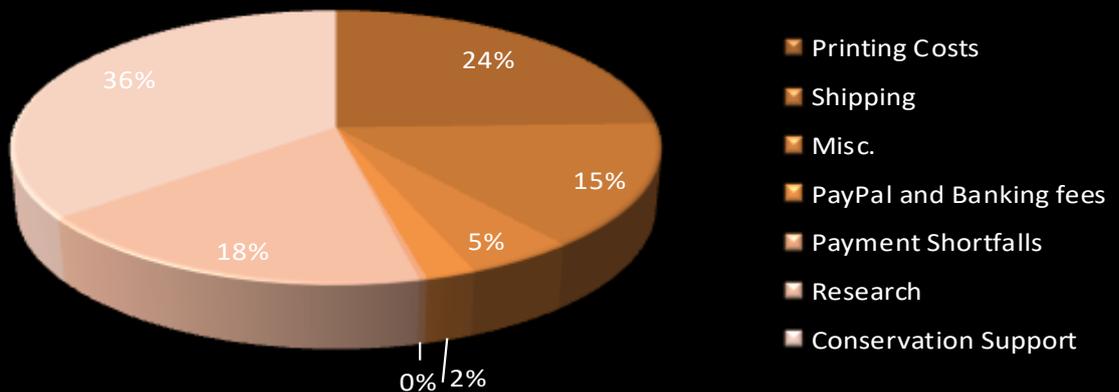
In the budget year of 2018/2019, a total of 390 booklets and 63 posters were sold across UK and Europe with a single shipment to the US.

£1,800.00 was donated in total to the following charities and conservation organisations:

- Giraffe Conservation Foundation (GCF)
- Woodland Trust UK
- Asian Turtle Program
- EAZA Silent Forest Campaign



Expenditures



Total expenditure: £5,050.31

Donors and Sponsors

Farm & Stable kindly sponsored an upgrade of our website, the creation of an online shop and the purchase of a mobile card reader.

This materialised in November 2018. *Total value: £161.58*

Up until November 2018, **Hemley Conservation Centre** kindly sponsored the shipping costs on booklets and posters sent out within the UK.

Total value: £400

Donations received from private individuals and fundraising sites: *£18.50*

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

 **Start fundraising
with JustGiving**

DONATE NOW WITH
JustGiving™

PayPal Giving Fund



Give as you Live®

Contact

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

(We are a friendly bunch)

www.facebook.com/BrowsePoster

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www.browseposter.co.uk

