



# Annual Report and Financial Statements

For the year ended 31 December, 2017

**Synchronicity Earth**

-(Registered Charity Number: 1132786 and Company Number: 06952204)

*The Chocó rainforest in northwest Ecuador*

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## The Trustees Report

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### Objectives and Activities

Synchronicity Earth delivers the Objectives of the charity through its Vision and Mission:

**VISION:** An Earth in which all life is valued, celebrated and flourishing.

**MISSION:** We act to address overlooked and underfunded conservation challenges for globally threatened species and ecosystems.

#### **We achieve our mission through:**

**Research:** We identify priorities and gaps in funding and action for biodiversity conservation.

**Action:** We develop conservation programmes and coordinate funding to address the most urgent challenges.

**Funding:** We provide guidance and fresh approaches to help donors understand and fund work to conserve wildlife and wild places.

**Inspiration:** We engage creatively with others to highlight the importance and wonder of nature and to challenge the status quo so that life on Earth is valued.

The fauna and flora that make up a myriad of habitats around the world contain the evolutionary learning of millennia that has produced an amazing diversity of species. Species have adapted to conditions from deserts to tropical forests and from chalk streams to the deepest parts of our oceans. These species have been referred to as the 'library of life', the evolutionary knowledge bank, and we know that this diverse library is dwindling as human consumption continues to extract natural resources at an unsustainable rate.

Our challenge at Synchronicity Earth is to encourage more donors to join us in funding key environmental conservation work, and to grow our conservation programmes to deliver solutions for increased protection for our natural world, with a particular focus on species conservation.



*The Pantanal, Brazil. Image © Michel Roggo*



## Overview of Our Activities

### Conservation Funding

We identify priorities and gaps in funding and action for biodiversity conservation, using research and analysis to develop programmes of action that focus on important conservation issues for species and ecosystems. We fund a wide range of conservation across our portfolios; Forests, Freshwater, Marine, Species and Synchronicity (systems change). As an independent funder we identify effective organisations and use a detailed due diligence process to gain an in depth understanding of how each organisation works and their activities and impacts.

Our funding is an on-going learning process. Through project reports, regular dialogue and discussions with other funders we continually look to deepen our knowledge and the impact of our funding. During 2017, we began to change the way we directed our funding. We recognised the need to further focus our funding strategy and are now moving to a programmatic approach, with more specific conservation objectives.

Our conservation funding is done through grant making and through direct funding of project costs. During 2017 an increased amount of our support was made through direct funding of project costs.

### Supporting and funding conservation networks

We recognise the need for increased coordination of conservation activities by all participants in environmental conservation to improve the impact of funding through strategic planning and improved coordination and to share what works. To do this Synchronicity Earth is supporting two important networks, the **Amphibian Survival Alliance (ASA)** and the **Asian Species Action Partnership (ASAP)**. We have supported the ASA through core funding and by dedicating significant staff time, whilst we support ASAP through dedicated staff time.

### Supporting and participating in initiatives to modernise conservation

The tools and aims of environmental conservation constantly evolve, integrating new techniques and technologies and providing better decision making tools and frameworks. This progress of improvement and development is fundamental to conservation action with strategic impact. To support this aspect of strategic conservation development Synchronicity Earth participates in a number of important initiatives (details in Achievements and Performance, page 12).

### Increasing funding for environmental conservation

We host events for our supporters to present our work and we actively build our donor network to increase funding for our conservation work. In addition, we share information on the organisations we fund and promote their work with other funders. Our aim is to increase the total amount of funding for environmental conservation through all channels.

Synchronicity Earth also works closely with the Environmental Funders Network (EFN) to engage more philanthropic funders in environmental conservation.

In addition, we support the workings of the EFN through dedicated time from two trustees, in the growing environmental philanthropy initiative and as a participant in the EFN management committee.

## **Engagement and Inspiration**

Philanthropic funding for environmental conservation is commonly reported at between 4% and 6% of philanthropic giving both in the United Kingdom and the United States. This demonstrates how little is generally understood about our increasing impact on our natural world and how far down the priority list environmental funding sits. We need to do more to elevate the protection of the natural world amongst a range of audiences, by increasing understanding of the issues and by inspiring action.

In everything we do we seek to inspire more people to become conservationists.

Synchronicity Earth continues to host and fund events that tell stories about our natural world and our impact on it. We work with artists, conservationists, journalists, authors and scientists to tell stories and connect people to organisations on the ground.

## **Background and key objectives for 2017**

### **Background**

Synchronicity Earth was set up in 2009 as an independent, research driven funder for species conservation. Since then funding has been targeted at key gaps in conservation action. Our analysis highlighted the need for increased funding for environmental conservation in the global south, where diverse and rich ecosystems were facing increasing threats and where significant capacity building and funding was required within local conservation communities.

Synchronicity Earth has used a portfolio approach to funding, understanding that issues are not solved through single interventions, but through multi-faceted strategies, involving a range of organisations, both local and international. We also recognise that many funders place significant administrative overheads on the organisations they fund, which can often act as a significant hurdle to finding and securing funding for small and medium sized local groups. Our approach is to take the load of research and due diligence on our shoulders, building long term relationships with partner organisations. We find the organisations we want to work with, take the time to understand local context and constraints, their strategic funding needs and where their strengths and weaknesses lie. This often means providing core funding.

During 2016 and into 2017 we worked closely with another foundation to develop our Congo Basin Programme, developing a funding strategy to support local groups in the Congo Basin to protect the amazing forests, rivers and species that they live with and depend upon. This process has influenced all of our conservation funding and we are now transitioning to programmatic funding with more targeted objectives, where we can encourage other funders, through our detailed analysis, to contribute to a pooled and collaborative funding strategy.

For this reason, 2017 has been a year of transition and growth as we have reviewed our funding portfolios and begun the process of launching programmes from our portfolios. This will continue into 2018 and beyond.

### **Learning and Evaluation**

Synchronicity Earth has developed a thorough process for identifying underfunded and neglected conservation issues and finding effective organisations. However, we recognised the need to further develop impact assessment to allow us to better understand how we are progressing towards long term programme objectives and identify what is really working.

## External Communications

We recognised the need to take supporters on a journey through our research and communications products, from 'Why do we need environmental conservation?', through high level overviews of key conservation issues, which we have launched as our 'Insight' series, to detailed programme documents which give donors information on specific objectives and the organisations we are funding to achieve those objectives.

A key part of our communications strategy for 2017 was the delivery of a new website, with richer content, showcasing our many partner organisations and the amazing work they do. This was launched in December 2017 and spearheaded by our Head of Communications.

## Strategy Development and Fundraising

Both 'Learning and Evaluation' and 'Research Product Development' lay the building blocks for our fundraising, but we need to continue to develop our fundraising networks. During 2017 we continued to strengthen the operational infrastructure that we use to support both our fundraising and our project funding, investing in systems software development.

We also worked during 2017 with a consultant to assist us in honing our Vision and Mission and to optimise our planning processes.

## Providing annuity funding to important conservation challenges

We believe the most valuable funding that many organisations can receive is core funding committed over a number of years. It allows them to plan strategically, invest in their team and infrastructure and plan over a timeframe that is commensurate with the life cycles of species and ecosystems. Synchronicity Earth has set up expendable endowments targeting key conservation issues. These endowments can use both capital and income, producing annuity income streams for conservation action.

During 2017 we set up the **Amphibian Fund in honour of Dr George Rabb**, targeting strategic conservation of the most threatened group of vertebrates, amphibians. We also collaborated with the Arcus Foundation, the biggest funder of ape conservation, to set up the Ape Fund, which will support strategic ape conservation and will be officially launched in 2018.

These Funds offer donors the opportunity to make a single donation that is put to work over a period of 10 to 20 years, providing the type of funding that is most needed. They add to our family of funds, which also includes the Synchronicity Earth Living Fund and the Durrell Fund.



## **Achievements and Performance**

We were pleased to welcome **Dr Simon Stuart as Director of Strategic Conservation** in January 2017. In his previous role as Chair of the Species Survival Commission at the International Union for the Conservation of Nature (IUCN), he coordinated a network of more than 7,500 species experts (mostly volunteers) from all over the world who make up the species Specialist Groups, Red List Authorities and Task Forces. He brought with him 25 years of experience with the IUCN and a wealth of knowledge and experience in species conservation. We welcome the depth of experience he brings to the team and we have very quickly benefited from his vast networks and knowledge base. His involvement with key conservation initiatives has broadened the scope of our support to include these important opportunities to modernise conservation, which are described in detail later in our report.

We were sad that **Dr Laura Miller, our Executive Director**, decided to move on to new challenges in July 2017 after spending 6 years building the team and the methodology at Synchronicity Earth. The Trustees would like to thank her for her work and commitment over the years, which has given us a firm launchpad for further growth. One of our Trustees, Catherine Bryan, has stepped into the role of Interim CEO, whilst we consider future leadership options.



## Conservation Funding

### Moving from Portfolios to Programmes - Refining our funding for conservation action

2017 was a year of significant growth in our conservation funding powered by our transition from a portfolio approach to a more targeted programmatic strategy.

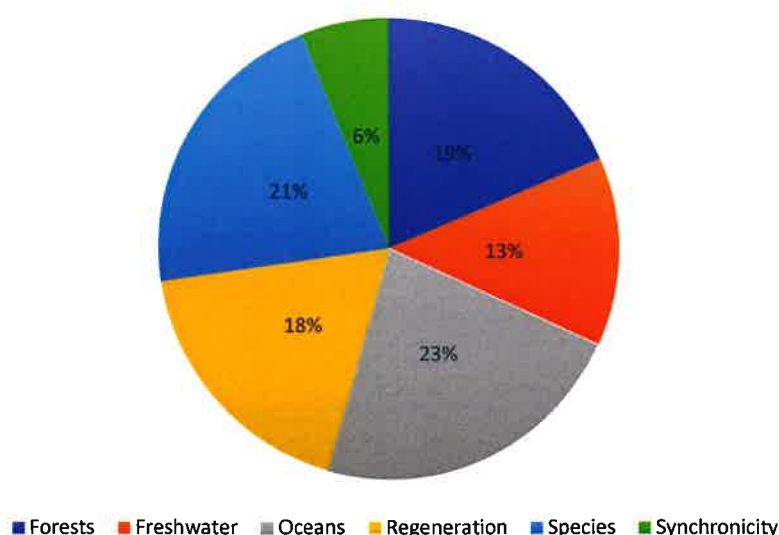
#### Grant and direct project funding

Expenditure on Charitable Activities was £1,200,220, which was a 59% increase from 2016 (£754,738). Of this spending, £518,637 was given as grant funding and direct project support compared to £326,181 in 2016. In addition, restricted funds at year end totalled £152,577 and will be paid out as grants during 2018.

Grant and direct project support by Portfolio:

Forests	£ 96,812	
Freshwater	£ 68,529	
Oceans	£ 116,789	
Regeneration	£ 94,896	
Species	£ 110,095	
Synchronicity	£ 31,516	Total £ 518,637

#### Grant and direct funding by portfolio



A detailed table of our grant funding by organisation and portfolio is given on page 29, as part of our Financial Reports.



## During 2017 we launched the following programmes from our portfolio funding:

### Amphibians (Species)

Frogs, toads, salamanders, newts and worm-like caecilians are the most threatened class of vertebrates with around 41% of species listed as threatened under the IUCN red-list categories. Synchronicity Earth has been a key funder of the **Amphibian Survival Alliance** (ASA) since 2011, a network of conservation organisations that are coordinating planning and action for Amphibians. We increased our commitment to this network in 2016 when one of our team was appointed Executive Director of the ASA and lead the important planning process that delivered a 5-year strategic plan in 2017, which is now in action.



Raising the profile of amphibian conservation is a key activity and, during 2017, we launched the **Amphibian Fund**, which is an expendable endowment fund that enables donors to give a single donation to the fund which is invested to increase the total funding delivered and is managed to produce annuity funding for conservation over the important time horizon of 10 to 20 years.

Amphibians Programme – coordinating action for neglected and rapidly declining species populations globally  
Outcomes and Impacts:

- In July 2017 the ASA agreed a 5-year Strategic Plan, which lays out a road map for effective conservation.
- We have also co-funded work to update the red-list status of 221 amphibian species in priority areas, which is essential for conservation planning.

### Congo Basin (Forests & Freshwater)



The Congo Basin contains the second largest tropical forest in the world and the second largest river (by discharge volume), the Congo River. It contains the largest area of peatland in Africa and is a treasure trove of species. It is also home to some of the poorest communities in the world and has suffered from war and unrest for many years. Our analysis showed that philanthropic funding for mainland African forests is much lower than for forest protection in Latin America and Southeast Asia and is insufficient to address the needs of the region.

Synchronicity Earth has been funding local groups in the region since 2012 and, during 2017, we launched a programme designed over a period of 18 months to encourage a more coordinated response to regional threats. We identified additional local partner organisations, as well as several international organisations, to build out our programme, focussing on supporting indigenous people's rights and general land rights, working with local communities to protect their forests and the species that inhabit them. We are now coordinating funding from a range of donors through this programme.

Congo Basin Programme – supporting local and international groups to build capacity for forest and river protection, species conservation and sustainable livelihoods.

Outcomes and impacts:

- We have been a key funder for International Rivers' Africa Programme since 2012, opposing development of the Inga 3 hydropower dam. Their work has been influential in the decision-making processes of governments and businesses, presenting alternative energy options to deliver distributed energy across the Democratic Republic of Congo and South Africa. They have worked with communities to help them understand the impacts of this large-scale project and have worked with other NGOs to raise concerns with the World Bank. The World Bank suspended funding for the project in 2016.
- One of the first grants for our Congo Basin Programme went to GRAIN, which works to support local sustainable food systems, to host a community meeting in Sierra Leone. The workshop brought together participants from across Sierra Leone, Liberia, Cameroon and Gabon working to resist the expansion of agro-industrial oil palm plantations in West and Central Africa. The workshop brought together community groups, sharing experiences and seeking to support greater female involvement.

## Freshwater (Freshwater and Species)



Tess Galan-Balbas (Mabuwaya Foundation) Image © Van Weerd

Freshwater has always been an important portfolio and during 2017 our research team reviewed our portfolio work as well as considering the work of other key conservation organisations in this field. Out of that review has come a refreshed programme strategy, with three main themes: increased funding for the conservation of freshwater fish (with priority river basins identified); funding for the identification and adoption of freshwater Key Biodiversity Areas in priority river basins; and support for river based communities and the organisations who work with them to protect their river systems and livelihoods.

We continued to fund key partner organisations during 2017, particularly funding to support freshwater initiatives within the **International Union for the Conservation of Nature (IUCN)**, as well as continued funding for community based work in Africa and Southeast Asia for river protection and supporting the rights of river based communities.

Freshwater Programme – supporting policy and river protection, as well as species conservation

Outcomes and impacts:

- We are the only organisation supporting core costs for the International Union for Conservation of Nature (IUCN) Freshwater Biodiversity Unit (FBU), enabling its small team to attend key meetings to raise the importance of freshwater biodiversity conservation in water policy and governance initiatives – an often overlooked priority.
- We contributed funding for an International River Gathering in Tbilisi in March 2017, co-hosted by International Rivers, a long term partner of Synchronicity Earth. This funded travel costs to enable increased participation from small local groups. The meeting provided an essential forum to share best practise and has influenced the new strategic plan of International Rivers, emphasising the need to support local organisations working to protect rivers.
- The Mekong River is increasingly under threat from hydropower development, pollution and over-harvesting. Our partner in Thailand, The Living River Association works with local communities supporting Fish Conservation Zones on the Mun and Mekong rivers. They have coordinated 17 groups, along with Chiang Rai University to develop a proposal for a designated national wetland (1,400 hectares) on the lower Ing river basin. This is the first stage of a long process to achieving national recognition.



## High and Deep Seas (Oceans)



Humpback whale mother and calf. Grid-Arendal © Glen Edney

The High and Deep Seas cover half the surface of our planet and are home to a huge diversity of life, as well as acting as a critical support system for all life on Earth. Increased regulation and oversight is required to protect these important ecosystems and our programme funds and promotes organisations and networks advocating for policy and regulatory change. This includes work on European Union fisheries policy, improved regulation through the United Nations and action to reduce subsidies that support unsustainable fishing practices.

Synchronicity Earth has been funding work in this field since 2012, but through this programme we have increased our commitment to long term action for improved governance of the High & Deep Seas.

High and Deep Seas Programme – strengthening regulation for protection of the high and Deep Seas

Outcomes and impacts:

- We have contributed funding to the work of the High Seas Alliance (HSA) throughout the 2-year PrepCom process at the United Nations, preparing ground work for a treaty to protect the Oceans. This finally culminated in July 2017 in an official recommendation to the United Nations General Assembly to progress to an Intergovernmental Conference. This is the next phase towards developing a full High Seas Biodiversity Treaty.

## White-bellied Heron (Species)

In 2014 Synchronicity Earth was one of the founding organisations of the White-bellied Heron working group and we have supported the conservation work of this Critically Endangered species through funding and in-kind support ever since. One of our team, Gemma Goodman, Co-Head of Programmes, leads the working group and has coordinated the implementation of the conservation plan for the species, which has a range across India, Bhutan and China. 2017 was a frustrating year, as few observations were made of heron pairs during the breeding season, which meant that it was not possible to undertake further bird tagging, but progress was made both in India and China in working with local universities and groups undertaking survey work in potential habitat.



White-bellied heron © Lubomir Paske

White-bellied Heron Programme – Action to conserve the Critically Endangered White-bellied heron

Outcomes and impacts:

- We have funded engaged bird enthusiasts in India to assist in survey work, identifying potential new sites for the heron. In addition, we funded an initial survey in southern China by a team of scientists which has kick-started greater survey work within the region.
- We have funded training for local staff in captive breeding with a team from Prague Zoo, as well as contributing to fund living costs for a Bhutanese conservationist to undertake a masters course in conservation at Yale University.

## Regeneration



Tree nursery in Tesoro Escondido, Ecuador

Much of our funding is targeted at protection of ecosystems, but there are huge benefits both for people and species by regenerating degraded land. Reforestation with local species has the obvious benefits of carbon sequestration, but can have so many more, improving river basin water capture, reducing soil erosion and providing habitat for a host of local species, often reconnecting islands of habitat. We have been working with a few business donors since 2016 to fund regeneration projects that benefit both ecosystems and communities. These projects often include training and employing local people and may have a component of agroecology as part of the plan.

Regeneration Funding Programme – restoring forests, mangroves and species  
Outcomes and impacts:

- The reserve management team at the Tesoro Escondido Reserve in the Chocóan forests of Ecuador have established a tree nursery as the first phase of their reforestation project. They have also been working hard on community engagement and education. In 2017, they ran environmental education programmes in three schools; and engaged local farmers to increase sustainable incomes from cacao farming.
- Mangrove Action Project, successfully trained 36 participants at a 5-day workshop in Myanmar on mangrove restoration. They also started regeneration of mangrove forest on a 1.6 hectare site in Thailand, which had previously been used for shrimp farming.
- By 2016, our long-term partner Wildfowl and Wetlands Trust (WWT) had successfully bred around 100 critically endangered Madagascar pochards and gained support from eight local communities around Lake Sofia in Madagascar for a lake restoration and livelihood initiative, which is now underway.
- Funding for forest restoration in Sabah, Malaysia has assisted Hutan in planting over 30,000 seedlings to re-establish a forest corridor linking important orangutan habitat around extensive palm oil plantations. Their support for locally managed community nurseries has also supported local livelihoods.

## Portfolio funding beyond our emerging programmes

During our transition to conservation programmes we continue to fund work which is part of our broader portfolios and will likely become integrated into new programmes going forward. Being able to fund this broad range of organisations is important to us and we value the flexibility and independence we have to build relationships with organisations and understand conservation threats in more detail through their work. We will always have parts of our funding that fall outside our programmes, allowing us to experiment and innovate.

### Synchronicity

Our funding support for systems change (Synchronicity) continued to support sustainable small-scale agriculture initiatives in the Global South, which is fundamental to preserving the biodiversity of agriculture crops and promoting improved yields, whilst leaving space for nature. It also supports the empowerment of women, who so often manage small-scale agriculture to feed and support their families.

### Forests

Beyond the Congo Basin we continued to fund work in Papua New Guinea to protect indigenous forests by funding two local groups, Act Now and BRG. We also continued to fund community work in São Tomé and Príncipe, an island off West Africa, through the work of Birdlife International.



## **Marine**

Beyond our High and Deep Seas portfolio we funded a range of work, from supporting IKAN in Japan in its work to promote cetacean conservation, to funding development of citizen science tools. We continue to fund important IUCN Red List assessments.

## **Species**

Our species portfolio is funding crocodile conservation in the Philippines through local group the Mabuwaya Foundation, pangolin conservation in Vietnam through local group Save Vietnam's Wildlife and duck conservation in Madagascar working with Wildfowl and Wetlands Trust (WWT).

### **Portfolio funding beyond our programmes**

#### **Outcomes and impacts:**

##### **Forests**

- Birdlife International have been working with local artists in São Tomé and Príncipe, an island off West Africa, to engage and connect local communities to their work to save critically endangered endemic bird species. During the Children's Day of Celebration in June 2017, they worked with local schools to establish the first nature club, encouraging young people to enjoy and conserve the wonderful wildlife and plants on the island.
- We contributed funding to the campaign by Bismarck Ramu Group and Act Now – two local groups in Papua New Guinea, against large-scale land leases granted to companies that would cause deforestation. This campaign has ensured that 52 planned agri-business leases threatening a significant proportion of the country's forests and indigenous communities have been cancelled.

##### **Marine**

- We began funding the development of an assessment toolkit for monitoring marine animal populations by Oceans Initiative (OI) in 2013. With additional funding in 2017 this toolkit is now in operation on small fishing boats.
- We also provided funding for continued red list assessments of Seahorses, Pipefish and Sticklebacks.

##### **Species**

- In 2015, Synchronicity Earth provided early stage funding to the IUCN Red List of Threatened Species to re-design its user interface for its website. The new front end is now in testing and will be launched in 2018.
- We have also contributed funding for boat surveys to monitor populations of the finless porpoise on the Yangtze River and the impacts of local fishing.
- We have funded planning and travel costs for participants of the IUCN Freshwater Tortoise and Turtles Species Group for a meeting in Singapore in 2018 to review the red-list status of Asian species.

## **Building Operational Infrastructure and Impact Assessment**

We continued to develop information systems, for collecting and analysing information on the organisations we fund and the results of conservation funding. We initiated a new analysis of impact assessment and invited an expert in the field to run a workshop with the whole team to help us understand and plan improved impact assessment going forward. Impact assessment is a complex topic as many environmental projects have long life cycles that do not lend themselves to simple assessment. There can be a significant time lag between a set of actions and measurable state changes in ecosystems or species populations. Our team has worked to identify key indicators for the very broad range of conservation, policy, advocacy and community work that we fund and we will see the results of this work during 2018.

We also invested in improved systems for tracking incoming donations and other forms of income and in managing grants. This work has laid a firm foundation for further growth, improving information for the whole team, lead by our Head of Relationships and Operations.

## **Supporting and funding conservation networks**

Information from the IUCN Red List of Threatened Species shows the increasing pressure that species in Asia are under. This region has the highest density of human population across the globe and rapid economic development that has caused large scale deforestation and land use change across the region. The Asian Species Action Partnership was set up to raise awareness of the increasing number of species assessed as Critically Endangered and to assist in coordinating fundraising and conservation action. Our Director of Strategic Conservation is Chair of ASAP, bringing his extensive experience and network from his previous role as Head of the IUCN Species Survival Commission to bear on the conservation challenges in the region. Synchronicity Earth has prioritised support for this network going forward and will be further developing our Asian Species programme in close collaboration with ASAP.

## **Supporting and participating in initiatives to modernise conservation**

The conservation community is continually looking to become more effective, and during 2017 Synchronicity Earth contributed to these efforts in a numbers of ways:

### **Key Biodiversity Areas (KBAs)**

In 2016 after a 6-year consultation process, the International Union for Conservation of Nature (IUCN), which is the official umbrella body and standard-setter for the conservation movement, adopted A Global Standard for the Identification of Key Biodiversity Areas, and now the world has an agreed standard. Since then, 11 conservation organizations formed the new KBA Partnership to drive forward the worldwide process to identify and designate KBAs. Synchronicity Earth felt that it could best assist by providing the time of its Director of Strategic Conservation to act as the first independent chair of the KBA Committee, which governs the entire KBA programme.

### **IUCN Green List of Species**

IUCN is currently in the process of designing a Green List of Species to complement the IUCN Red List of Threatened Species (which measures species' extinction risk). The proposed new IUCN Green List of Species will measure two things: the impacts of existing conservation efforts; and the amount of effort still needed in order to achieve appropriate conservation targets for each species. Synchronicity Earth has contributed two staff to assist with this process. The plan is to complete the Green List criteria development process by 2020, and then implement the criteria subsequently (so in the future we would calculate both the Red List and Green List status of each species at the same time). In 2017 the main activity was to write a multi-author scientific paper describing the proposed Green List approach and the scientific basis for it. It is expected that this paper will be published in 2018.

### **Synthetic Biology**

Extraordinary advances are taking place in genetic engineering and gene editing techniques, often put under the heading of "synthetic biology". Synthetic biology has the potential to bring both benefits and threats to nature conservation. All these issues need to be looked at. It is possible that novel organisms could become a new generation of invasive species, bringing new diseases, or having unpredictable and uncontrollable consequences for all life on Earth. There are also complex ethical considerations associated with the use of synthetic biology. As this is such a critical issue, Synchronicity Earth is assisting with IUCN's policy process on synthetic biology, and our Director of Strategic Conservation is a member of the task force overseeing this work.

## **Conservation Optimism**

In April 2017, the Conservation Optimism Summit was held in London. Synchronicity Earth participated actively in this event which is growing into a movement with especially strong engagement from young professionals. Conservation Optimism seeks to bring new, much more positive, and yet truthful, messaging into the conservation narrative. Synchronicity Earth has become a partner organisation of this initiative and will be developing a closer collaboration with the organising team at Oxford University.

## **Conservation Planning**

Through the IUCN Red List of Threatened Species and other sources, we find out which species need conservation attention, then decisions need to be taken on what should be done next. In 2017, IUCN released a ground-breaking new document: "Guidelines for Species Conservation Planning". These Guidelines incorporate years of learning on species conservation into a clear and easily accessible document Synchronicity Earth was privileged to support this work, and will now work with our partners to implement the guidelines through our programmes.

## **Increasing funding for environmental conservation and Engagement and Inspiration**

Working with the Environmental Funders Network (EFN) to increase philanthropic giving Synchronicity Earth continued to partner with EFN during 2017, arranging four events to introduce potential funders to a wide range of environmental giving. They covered the impact of our food systems and how to fund for more sustainable and equitable food production as well as the impact of fossil fuel based transport on pollution and climate change and how the development of electric vehicles will radically change how we travel and address pollution and reduce CO<sub>2</sub> emissions. One evening launched the publication 'Forces for Nature', presenting a panel of philanthropists funding everything from species conservation to river regeneration to organisations advocating for policy change to address climate change and much more.

By giving potential funders insights and access to information on a wide range of environmental topics, this initiative is bringing new funders to the sector.

## **Synchronicity Earth Events**

We started 2017 with the 'Last Chance Casino', an evening where guests were invited to bet against extinction and contribute to our work. In May we launched fundraising for our Congo Basin programme at a Salon for prospective funders, highlighting the opportunity to improve protection for a region with diverse habitats, amazing biodiversity, but limited funding for conservation. We also hosted a lunch in May for the Women's Alliance, who listened to an inspiring talk by Satish Kumar, a former monk and a life-long environmental activist, who spoke about our connection with the natural world and the need to reconnect our lives with nature. In October we hosted an evening all about the oceans that lie 'Beyond the Horizon', the High and Deep Seas. We were joined by Ian Urbina, a journalist who has been writing about 'Outlaw Oceans' and the human suffering that takes place on some boats beyond national waters.



SE Ambassador Alison Sudol at Last Chance Casino

## **Language for Conservation symposium**

We know that the language we use can be so powerful, but as in any sector, there is jargon which alienates the listener. To unpack this further and understand more clearly how the care and conservation of our

natural world is discussed and presented, Synchronicity Earth funded a symposium on 'Language for Conservation', bringing together conservationists, philosophers and writers to survey the field.

## **Statement of Public Benefit**

The charities public benefit is not limited with reference to geography, by the charging of fees or otherwise. The Trustees are aware of the Charity Commission guidance on Public Benefit and confirm that they have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to it. They consider the information in this annual report about the charity's aims, activities and achievements in the areas of interest that the Charity supports demonstrates the benefit to its beneficiaries and through them to the Public that arise from those activities.

### **Financial Review**

The financial reports on pages 21 - 34 reflect the significant growth in the organisation during 2017. Total income for the year was £2,314,378. From this income we received donations of £650,767 to our new expendable endowments; Synchronicity Earth Living Fund, the Durrell Fund, the Ape Fund and the Amphibian Fund. We hope that these funds are the founding members of a family of funds which will grow over time and provide important annuity funding streams to target key conservation action.

After deduction of the endowment donations and event costs, net income for 2017 was £1,420,233, which represents a 75% increase in income from 2016 (£798,546). This increased income came from a range of sources. Our fundraising event, 'The Last Chance Casino', raised just over £100,000 and we were also pleased to report an increase in the number of donations we received during the year.

During 2017 we received a significant proportion of income as restricted donations, primarily for our programme work. This represents a new trend in our donation income, which we expect to continue going forward.

Expenditure on Charitable Activities was £1,200,220, which was a 59% increase from 2016 (£754,738). Of this spending £518,637 was given as grant funding and direct project support. Restricted funds at year end totalled £152,577 and will be paid out as grants in the next year. In addition, we have an unrestricted balance of £278,061 at year end.

### **Reserves Policy**

The Trustees have examined the charity's requirement for resources in light of the main risks to the organisation. Having considered the income flows of the charity and the commitments of the charity to its grantees, the Trustees consider it prudent to retain the equivalent of three months operating costs, excluding the costs of events, in free reserves. At 31 December 2017 £278,061 (2016 - £210,625) are regarded as free reserves and are more than three months operating costs. The excess will be retained to make grants in accordance with the charity's charitable objects and policies.

The Trustees consider that the freely expendable funds are appropriate and adequate taking into accounts plans for grants to be awarded in future. The Trustees will review this policy at least annually as part of the risk management process.

## **Plans for the Future**

Having achieved significant growth in terms of income and the range of our charitable activities in 2017, we are aware of the need to continue to build with care.

### **Our objectives for 2018 reflect this:**

- Continue to diversify and grow our income, particularly unrestricted income.
- Continue to develop our impact assessment, particularly at the programme and organisation level, so that we can better monitor our long term objectives.
- Prioritise high quality donor and grantee support and communications.



- Review the work we do related to building networks of support and inspiring engagement with the natural world and conservation, to better formulate our objectives and understand our impact.
- Develop an Asian Species programme by expanding the support we already give to organisations in the region and collaborating closely with the Asian Species Action Partnership (ASAP).
- Continue to strengthen our operational infrastructure to support continued growth.

**The Objectives of the charity are:**

- To promote for the benefit of the public the conservation protection and improvement of the physical and natural environment by promoting biological diversity;
- To promote sustainable development for the benefit of the public by the preservation, conservation and protection of the environment, the prudent use of resources and the promotion of the sustainable means of achieving economic growth and regeneration;
- To advance the education of the public in subjects relating to sustainable development and the protection, enhancement and rehabilitation of the environment and to promote study and research in such subjects provided that the useful results of such study are disseminated to the public at large; and
- Such other purposes for the benefit of the community as shall be exclusively charitable.

(Sustainable development means development which meets the needs of the present without compromising the ability of future generations to meet their own needs.)

## **Structure, Governance and Management**

Synchronicity Earth was incorporated on 3rd July, 2009 and is a company limited by guarantee, governed by its Memorandum and Articles of Association and by policies and procedures drawn up from time to time by senior management and approved by the Board. It was registered as a charity with the Charity Commission on 19 November 2009.

### **Trustees**

Trustees are selected on the basis of their understanding and sympathy with Synchronicity Earth's charitable objectives and their ability to further the aims of the organisation. Trustees are appointed to hold office for a period of four years. Any retiring trustee who remains qualified may be reappointed by the Board.

The Trustees have signed fit and proper declarations in line with HMRC guidance.

### **Induction and Training**

As part of their training, Trustees are given an information pack, which includes the Charity's Memorandum and Articles of Association and the Charity Commission Guidance on Trustees' Responsibilities. All Trustees are therefore aware of their legal duties and obligations in respect to governance of the charity, including in relation to the protection of its assets. Each Trustee is required to sign an annual code of conduct and conflict of interest declaration.

### **Risk Management**

We assess key risks as new situations arise and undertake a formal annual review of our risk register. Although responsibility for risk management sits with the Trustees, all employees are actively involved in the process of identifying and mitigating risks. Our due diligence procedures are designed, and regularly evaluated, to maximise comfort that our grants will be effectively employed, while minimising the time our grantees have to spend providing us with information.

There are monthly updates and budget meetings between the Trustees and the Interim CEO; the Trustees meet quarterly to sign-off on important grant, strategy and operational decisions addressing risks in each

area. Such regular meetings enable an assessment of developments as they arise. The Board further undertakes a formal annual review of the risk register.

The Trustees confirm that systems are in place to minimise risks. These include:

- Board sign-off on high level strategy and operational decisions;
- Clear authorisation and approval systems amongst staff;
- Standard budgeting and cash-flow forecasting system;
- Authorisation processes for all financial transactions;
- A formal staff performance and development scheme;
- A risk assessment for all new operations; and
- Policies regarding conflict of interest; data-protection and fundraising.

## **Organisational Management**

The charity delivers a varied programme of activity including grants, strategic partnerships and events.

Synchronicity Earth is currently managed by a committed team of 10 full and part-time members of staff based in London and Bath. During 2017, following the departure of our Executive Director, one of our Trustees was appointed as Interim CEO and does not receive remuneration for this role.

The staff team is responsible for:

- research to identify regional, thematic and conservation priorities;
- partner selection; grant screening; organisational due diligence; and reporting procedures: these are designed (and regularly updated) to maximise comfort that funds are effectively deployed, while minimising the time that partners have to spend providing the charity with information;
- administration of approved grants and the implementation of approved strategies with partners, monitoring and evaluating all such activity;
- system build to support the research and communication functions of the organisation;
- event production (both content and logistics);
- communications and outreach; and
- operations and procedures that ensure the smooth-running of the charity and its strategies – including fundraising.



*Pangolins are the world's most trafficked mammal. Image ©Save Vietnam's Wildlife*

The pay and remuneration of charity staff are set by the Trustees following annual appraisals by the Interim CEO, who then makes recommendations to the Board. These are benchmarked against comparable roles in other organisations. Key management personnel comprise of the Director of Strategic Conservation, the CEO, and the Executive Director.

## **Statement of Trustee's Responsibilities**

Company law requires the Trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company as at the end of the financial year and of its incoming resources and application of resources during that period. In preparing those financial statements, the Trustees are required to:

- Select suitable accounting policies and then apply them consistently;
- Observe the principles and methods of the Charities SORP;
- Make judgements and estimates that are reasonable and prudent;
- State whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements;
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue its activities.

The Trustees are responsible for the keeping of proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and to take reasonable steps for the prevention and detection of fraud and other irregularities.

## **Disclosure of information to Auditor**

In so far as the Trustees are aware:

- there is no relevant audit information of which the charity's auditor is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditor is aware of that information.

Approved by the Trustees on  
and signed on their behalf by:

MR ADAM SWEIDAN  
CHAIR OF TRUSTEES

The Trustees present their eighth report and independently audited financial statements of Synchronicity Earth ("the charity" or "charitable company"), for the year ended 31 December 2017. The Trustees have adopted the provisions of the Statement of Recommended Practice (SORP) "Accounting and Reporting by Charities" (FRS 102) as updated by Update Bulletin 1 (published 2 February 2016) in preparing the annual report and statements of the charity.

The financial statements have been prepared in accordance with the accounting policies set out on pages 21 and 22 and comply with the charity's governing document and applicable charity law.

The charitable company began operating in May 2010.

## **Reference and Administrative Details**

Company Registration Number: 06952204

Registered Charity Number: 1132786

Registered Office: 32A Thurloe Place, London SW7 2QH

### **Directors and Trustees:**

The Directors and Trustees of the charity who held office during the year and continue to serve at the date of the reports approval are:

- A Sweidan
- J Sweidan
- T Fernandez
- C Bryan (appointed Interim CEO in July 2017)

### **Bankers:**

Coutts & Co  
440 Strand, London WC2R OQS

Nedbank  
Millennium Bridge House, 2 Lambeth Hill, London, EC4V 4GG

### **Accountants:**

Rawlinson & Hunter  
Eighth Floor, 6 New Street Square, New Fetter Lane, London, EC4A 3AQ

### **Independent Auditor:**

haysmacintyre, Chartered Accountants  
10 Queen Street Place, London EC4R 1AG

### **Investment Custodians:**

Northern Trust International Fund Administration  
Georges Court, 54-62 Townsend Street, Dublin 2, Ireland



## **Report of the Independent Auditor to the Members and Trustees of Synchronicity Earth**

We have audited the financial statements of Synchronicity Earth for the year ended 31 December 2017 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

### **In our opinion, the financial statements:**

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2017 and of the charitable company's net movement in funds, including the income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

### **Basis for opinion**

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### **Use of audit report**

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

### **Responsibilities of trustees for the financial statements**

As explained more fully in the trustees' responsibilities statement [set out on pages 13 and 14], the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

### **Auditor's responsibilities for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [www.frc.org.uk/auditorsresponsibilities](http://www.frc.org.uk/auditorsresponsibilities). This description forms part of our auditor's report.

### **Conclusions relating to going concern**

We have nothing to report in respect of the following matters in relation to which the ISAs (UK) require us to report to you where:

- the trustees' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the trustees have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the charitable company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

### **Other information**

The trustees are responsible for the other information. The other information comprises the information included in the Trustees' Annual Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

### **Opinions on other matters prescribed by the Companies Act 2006**

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Annual Report (which incorporates the directors' report) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' Annual Report (which incorporates the directors' report) has been prepared in accordance with applicable legal requirements.

### **Matters on which we are required to report by exception**

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report (which incorporates the directors' report).

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the charitable company; or
- the charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.



Kathryn Burton (Senior Statutory Auditor)  
For and on behalf of haysmacintyre, Statutory Auditors

Date: 25th July 2018

10 Queen Street Place  
London  
EC4R 1AG

**SYNCHRONICITY EARTH**  
**STATEMENT OF FINANCIAL ACTIVITIES**  
**(INCLUDING INCOME AND EXPENDITURE ACCOUNT)**  
**FOR THE YEAR ENDED 31 DECEMBER 2017**

		General		Endowment Funds		2017	2016*
	Note	Unrestricted	Restricted	Unrestricted	Restricted	£	£
		£	£	£	£		
<b>Income and endowments</b>							
Donations	2	810,487	601,178	205,411	445,356	2,062,432	807,634
Other trading		251,784	-	-	-	251,784	-
Income from investments		162	-	-	-	162	67
Income from charitable activities		-	-	-	-	-	60
Other income		-	-	-	-	-	50
<b>Total income and endowments</b>		<b>1,062,433</b>	<b>601,178</b>	<b>205,411</b>	<b>445,356</b>	<b>2,314,378</b>	<b>807,811</b>
<b>Expenditure on:</b>							
Raising funds	3	119,294	124,084	-	-	243,378	9,245
Charitable activities	4						
<i>Oceans</i>		140,046	95,689	-	-	235,735	102,139
<i>Freshwater</i>		183,173	320	-	-	183,493	74,554
<i>Forests</i>		159,181	80,812	-	-	239,993	97,613
<i>Species</i>		272,862	41,285	-	-	314,147	208,333
<i>Synchronicity</i>		65,112	11,516	-	-	76,628	56,800
<i>Regeneration</i>		55,329	94,895	-	-	150,224	196,918
<i>Fundraising</i>		-	-	-	-	-	18,381
<b>Total expenditure</b>		<b>994,997</b>	<b>448,601</b>	<b>-</b>	<b>-</b>	<b>1,443,598</b>	<b>763,983</b>
<b>Net income before gains &amp; losses on investments</b>		<b>67,436</b>	<b>152,577</b>	<b>205,411</b>	<b>445,356</b>	<b>870,780</b>	<b>43,828</b>
<b>Net (loss) on currency revaluation</b>				<b>(8,529)</b>	<b>(9,189)</b>	<b>(17,718)</b>	<b>-</b>
<b>Net gain/(loss) on investments</b>	9	<b>-</b>	<b>-</b>	<b>(2,985)</b>	<b>4,678</b>	<b>1,693</b>	<b>-</b>
<b>Net Income/ net movement in funds</b>		<b>67,436</b>	<b>152,577</b>	<b>193,897</b>	<b>440,845</b>	<b>854,755</b>	<b>43,828</b>
<b>Reconciliation of Funds</b>							
Fund balances brought forward		210,625	-	10	10	210,645	166,817
Fund balances carried forward		<u>£ 278,061</u>	<u>£ 152,577</u>	<u>£ 193,907</u>	<u>£ 440,855</u>	<u>£1,065,400</u>	<u>£ 210,645</u>

\*A detailed breakdown of comparative figures for the 2016 is located in note 14

All amounts relate to continuing operations and there were no recognised gains and losses for 2017 other than those included in the Income and Expenditure Account.

The notes on pages 24 to 34 form part of these financial statements


**SYNCHRONICITY EARTH**  
(Registered Charity Number: 1132786 and Company Number 06952204)

**BALANCE SHEET**

**AT 31 DECEMBER 2017**

	Note	2017 £	2016 £
<b>Fixed Assets</b>			
Investments	9	634,762	20
<b>Current Assets</b>			
Stock	8	16,753	-
Debtors	5	130,254	191,889
Cash at bank		577,245	225,167
Total current assets		<u>724,252</u>	<u>417,056</u>
<b>Creditors</b> - Amounts falling due within one year	6	(293,614)	(206,431)
<b>Net Current Assets</b>		430,638	210,625
<b>Net Assets</b>		<u>£ 1,065,400</u>	<u>£ 210,645</u>
<b>Represented by:</b>			
Unrestricted funds	10	278,061	210,625
Restricted funds	10	152,577	-
Unrestricted Endowment funds	10	193,907	10
Restricted Endowment funds	10	440,855	10
		<u>£ 1,065,400</u>	<u>£ 210,645</u>

The financial statements were approved and authorised for issue by the Trustees and were signed on their behalf by:


25/02/2018  
 .....  
**MR ADAM SWEIDAN**

The notes on pages 24 to 34 form part of these financial statements



**SYNCHRONICITY EARTH**  
**STATEMENT OF CASH FLOW**  
**AT 31 DECEMBER 2017**

	<b>2017</b> <b>£</b>	<b>2016</b> <b>£</b>
<b>Cash provided by operating activities</b>	296,047	10,020
<b>Cash flows from investing activities</b>		
Purchase of investments	(633,069)	-
Deposit interest	162	67
<b>Net cash used in investing activities</b>	(632,907)	67
<b>Cash flows from financing activities</b>		
Receipt of expendable endowments	650,767	-
<b>Net cash used in financing activities</b>	650,767	-
<b>Increase / (decrease) in cash in the period</b>	<u>313,907</u>	<u>10,087</u>
Net cash resources at 1 January 2017	225,187	250,845
(Decrease) / Increase in cash	313,907	10,087
Foreign exchange movements	38,151	(35,745)
<b>Net cash resources at 31 December 2017</b>	<u>£ 577,245</u>	<u>£ 225,187</u>
<b>Analysis of net funds:</b>		
Cash at bank	577,245	225,187
	<u>£ 577,245</u>	<u>£ 225,187</u>
<b>Reconciliation of net income to net cash flow from operating activities</b>		
Net income	854,755	43,828
Net (Gain)/loss on Investment assets	(1,693)	-
Deposit income	(162)	(67)
Decrease / (Increase) in debtors	61,634	(146,812)
Increase in creditors	87,184	77,326
Receipt of expendable endowments	(650,767)	-
(Gains) / Loss on foreign currency	(38,151)	35,745
Addition to Stock	(16,753)	-
	<u>296,047</u>	<u>10,020</u>

The notes on pages 24 to 34 form part of these financial statements

**SYNCHRONICITY EARTH**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2017**

**1. ACCOUNTING POLICIES**

**Basis of preparation of financial statements**

The financial statements have been prepared under the historical cost convention modified to include the revaluation of investment assets and in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their financial statements in accordance with The Financial Reporting Standard applicable in the UK and Republic of Ireland ("Charities SORP FRS102"), The Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102), the Charities Act 2011 and UK Generally Accepted Practice as it applies from 1 January 2015. The trust constitutes as a public benefit entity as defined by Charities SORP FRS102.

The financial statements are presented in sterling which is the functional currency of the Charity.

The financial statements are prepared on a going concern basis

**Income**

All incoming resources are included in the Statement of Financial Activities (SoFA) when the charity is legally entitled to the income after any performance conditions have been met, the amount can be measured reliably and it is probable that the income will be received.

For donations to be recognised the charity will have been notified of the amounts and the settlement date in writing. If there are conditions attached to the donation and this requires a level of performance before entitlement can be obtained then income is deferred until those conditions are fully met or the fulfilment of those conditions is within the control of the charity and it is probable that they will be fulfilled.

**Expenditure**

All expenditure is included on an accruals basis and is recognised when there is a legal or constructive obligation committing the Trustees to the expenditure.

Expenditure is classified under the principal categories of charitable and other expenditure rather than the type of expense, in order to provide more useful information to users of the accounts.

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 as expenditure 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.

Charitable activities comprise direct expenditure including direct staff costs attributable to the activity. Support costs have been allocated to activities based on the average staff time spent. Governance costs and staff time spent on general portfolio support totals £11,632 (2016 - £9,784) for the year. These costs have been further allocated in line with the total expenditure for each activity.

	<b>2017</b>	<b>2016</b>
	<b>%</b>	<b>%</b>
Oceans	14	12
Freshwater	15	14
Forests	20	17
Species	29	26
Synchronicity	4	10
Regeneration	6	10
Fundraising	6	3
Support	6	8
	<hr/> 100	<hr/> 100

**SYNCHRONICITY EARTH**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2017**

**1. ACCOUNTING POLICIES (continued)**

**Status of funds**

General funds comprise the accumulated surplus or deficit and are available for use at the discretion of the Trustees in furtherance of the general objectives of Synchronicity Earth. Restricted funds are funds subject to specific restrictive covenants imposed by donors or by the purpose of the appeal.

All income and expenditure of Synchronicity Earth has been included in the Statement of Financial Activities.

**Foreign currency**

Assets and liabilities denominated in foreign currencies are translated at the rate of exchange ruling at the Balance Sheet date. Transactions denominated in foreign currencies are converted at the rate of exchange ruling at the date of the transaction. All translation differences are taken to the Statement of Financial Activities as they arise.

**Pension costs**

The charity operates a defined contribution pension scheme for employees. The annual contributions payable are charged to the Statement of Financial Activities.

**Taxation**

The charity is not subject to any taxes on its charitable activities.

Irrecoverable VAT is charged against the category of resources expended for which it was incurred.

**Inventory**

Inventory items are valued at the lower of net book cost or net realisable value. Where impairments occur the amounts will be expensed through the Statement of Financial Assets. None of the inventory is subject to repair or improvement work. None of the inventory is pledged as security for any liabilities the charity has.

**Going concern**

The Financial Statements have been prepared on a going concern basis as the Trustees believe that no material uncertainties exist. The Trustees have considered the level of funds held and the expected level of income and expenditure for twelve months from authorising these financial statements. The budgeted income and expenditure is sufficient with an income level of reserves for the charity to be able to continue as a going concern.

**Fixed asset investments**

Quoted Investments are included at closing mid-market value at the balance sheet date. Realised gains and losses on investments are recognised on disposal of investments and any gain or loss on revaluation is taken to the Statement Of Financial Activities (SOFA). The determination of any gains and losses is calculated by reference to the value of such assets at the beginning of the accounting period.

**Financial instruments**

The charity only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are recognised at transaction value, except where settlement is delayed, in which case the transaction is recognised at the present value of the settlement amount.

**SYNCHRONICITY EARTH**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2017**

	General		Endowment		2017	2016
	Unrestricted	Restricted	Unrestricted	Restricted		
	£	£	£	£	£	£
<b>2. Income from Donations</b>						
Donations	766,420	576,361	205,411	445,356	1,993,548	766,506
Gift Aid	44,067	24,817			68,884	41,128
	<u>£ 810,487</u>	<u>£ 601,178</u>	<u>£ 205,411</u>	<u>£ 445,356</u>	<u>£ 2,062,432</u>	<u>£ 807,634</u>
<b>3. Expenditure on Raising Funds</b>						
Fundraising	<u>£119,294</u>	<u>£ 124,084</u>	<u>£ -</u>	<u>£ -</u>	<u>£ 243,378</u>	<u>£ 9,245</u>



**SYNCHRONICITY EARTH**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2017**

**4. Charitable Activities**

	Oceans £	Freshwater £	Forests £	Species £	Synchronicity £	Regeneration £	Support £	All £	2017 £
Grants	116,789	68,529	96,812	110,095	31,516	94,896	-	-	518,637
Staff Costs	63,911	68,143	86,004	133,377	17,881	25,720	56,192	-	451,228
Event Costs	10,531	-	4,761	217	-	-	266	14,281	30,056
Office Costs	18	-	36	(8)	-	1	24,827	92,783	117,657
Legal fees	-	-	-	-	-	-	17,127	-	17,127
Bank charges	-	-	-	-	-	-	4,850	(205)	4,645
Exchange	-	-	-	-	-	-	20,433	-	20,433
Professional	-	-	-	-	-	-	-	10,656	10,656
Accountancy	-	-	-	-	-	-	26,821	-	26,821
	<u>191,249</u>	<u>136,672</u>	<u>187,613</u>	<u>243,681</u>	<u>49,397</u>	<u>120,617</u>	<u>150,516</u>	<u>117,515</u>	<u>1,197,260</u>
Allocate costs									
Support costs	24,901	27,235	32,794	50,880	7,645	10,021	(153,476)	-	-
All portfolios	19,585	19,586	19,586	19,586	19,586	19,586	-	(117,515)	-
Audit Fee	-	-	-	-	-	-	2,960	-	2,960
	<u>£ 235,735</u>	<u>£183,493</u>	<u>£ 239,993</u>	<u>£314,147</u>	<u>£76,628</u>	<u>£150,224</u>	<u>£ -</u>	<u>£ -</u>	<u>£1,200,220</u>

Included with the allocation of support costs are governance fees of £2,960. (2016 - £2,800).

**SYNCHRONICITY EARTH**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2017**

**4. Charitable Activities (continued)**

The grants awarded including support costs during the period were:	<b>2017</b>	<b>2016</b>
	<b>£</b>	<b>£</b>
<b>Oceans</b>		
Deep Sea Conservation Coalition	30,000	10,000
High Seas Alliance	40,000	4,000
Bloom Association	22,988	-
Oceans Initiative	8,100	-
Project Seahorse	3,000	-
IKAN	-	5,000
Marinesafe	-	10,000
Grant support costs	12,701	-
<b>Freshwater</b>		
International Rivers Global	10,000	-
International Rivers Africa Programme (IRAP)	22,210	-
IUCN Freshwater Biodiversity Unit (FBU)	5,000	-
IUCN Freshwater Conservation Sub-Committee (FCSC)	11,000	-
Living Rivers Association	10,000	-
Wildfowl and Wetlands Trust	10,000	-
Living Rivers Siam (including support costs)	-	13,419
Grant support costs	319	-
<b>Forests</b>		
Bismarck Ramu Group	10,000	15,003
Grain	13,000	-
Forest Peoples Programme	11,000	-
Green Development Advocates	5,812	-
Life Mosaic	11,000	-
Mbou Mon Tour	15,000	-
Reseau CREF	20,000	-
Struggle to Economise Future Environment (SEFE)	1,000	-
Well Grounded	10,000	5,000
Act Now	-	10,000
TFT	-	(5,000)
<b>Regeneration</b>		
Hutan	18,948	15,579
International Tree Foundation	11,588	-
Jocotoco Foundation	78,500	-
Wildfowl and Wetlands Trust	12,505	-
Mangrove Action Project	-	26,212
Cambugan Foundation (including support costs)*	(26,645)	103,220

**SYNCHRONICITY EARTH**  
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<b>4. Charitable Activities (continued)</b>	<b>2017</b>	<b>2016</b>
	<b>£</b>	<b>£</b>
<b>Species</b>		
Amphibian Red List Authority	37,000	15,000
Indra Acharja	12,312	-
IUCN SSC Tortoise and Freshwater Turtle Specialist Group	3,924	-
Royal Society for Protection of Nature (RSPN)	5,000	-
Save Vietnam Wildlife	4,339	-
Amphibian Survival Alliance	31,666	40,470
Mabuwaya Foundation	10,000	-
ZSL - Finless porpoise	1,000	700
Celsi Senaris	2,440	-
Melissa Mardones Hidalgo	1,210	-
Maria Alice Neves	1,210	-
ZSL	-	-
Bristol Zoo – African Primate Workshop	-	7,060
White-bellied Heron Working Group (including allocation of support costs)	(6)	38,500
<b>Synchronicity</b>		
New Venture Fund (formerly Agroecology Fund)	20,000	-
IUCN US	7,403	-
A Rocha	4,113	-
Bioneers Core Grant	-	7,018
Compassion in World Farming	-	5,000
	<b>£ 518,637</b>	<b>£ 326,181</b>
Reconciliation of grants payable		
Grants payable brought forward	155,366	113,161
Grants awarded for the year	518,637	326,181
Grants paid during the year	(406,129)	(283,976)
Grant commitments at 31 December 2017	<b>£ 267,874</b>	<b>£ 155,366</b>

\*The Cambugan Foundation returned funds of £26,645 due to an underspend on their initial programme budget.

**SYNCHRONICITY EARTH**  
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<b>5. DEBTORS</b>	<b>2017</b>	<b>2016</b>
	<b>£</b>	<b>£</b>
Accrued income	60,728	65,941
Gift Aid receivable	3,075	56,595
Prepayments	16,718	34,959
Other debtors	49,733	34,394
	<u>£ 130,254</u>	<u>£ 191,889</u>
 <b>6. CREDITORS – amounts falling due within one year</b>	 <b>2017</b>	 <b>2016</b>
	<b>£</b>	<b>£</b>
Grant commitments	267,874	155,366
Accruals	12,290	10,366
HM Revenue & Customs	9,426	6,944
Pension contributions	3,780	1,687
Trade creditors	244	6,639
Deferred income	-	25,429
	<u>£ 293,614</u>	<u>£ 206,431</u>
 <b>7. STAFF SALARIES</b>	 <b>2017</b>	 <b>2016</b>
	<b>£</b>	<b>£</b>
Wages and Salaries	371,059	223,277
Social security costs	19,848	16,556
Employers pension contributions	23,410	11,712
Other expenses	36,911	19,419
	<u>£ 451,228</u>	<u>£ 270,964</u>

The average number of employees during the period was 11 (2016: 8).

The total amount of employee benefits received by key management personnel is £180,816 (2016: £85,793).

One employee (2016: Nil) earned more than £60,000 excluding National Insurance and pension contributions during the year.

Included within Wages and Salaries are redundancy and ex-gratia cash payments totalling £17,853 (2016 – nil) made to two former members of staff.

During the year, Catherine Bryan, a trustee, was appointed as acting CEO of the Charity. She did not receive any remuneration or benefit for the role.

The Trustees did not have any expenses reimbursed during the year (2016: £ nil).



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<b>8. STOCK</b>	<b>2017</b>	<b>2016</b>
	<b>£</b>	<b>£</b>
Artwork (10 pieces)	12,399	-
Jewellery (90 pieces)	3,122	-
Clothing (22 pieces)	1,232	-
	<u>£ 16,753</u>	<u>£ -</u>
<b>9. FIXED ASSET INVESTMENTS (AT MARKET VALUE)</b>	<b>2017</b>	<b>2016</b>
	<b>£</b>	<b>£</b>
<b>Total investments and cash under management</b>	<u>£ 634,762</u>	<u>£ -</u>
Net realised investment (loss)/gain	-	-
Net unrealised investment (loss)/gain	27,970	-
Net realised (loss)/gain on exchange	(26,277)	-
<b>Net (loss)/gains on investments</b>	<u>£ 1,693</u>	<u>£ -</u>
<b>Investments and cash under management</b>		
<b>Market value at 1 January 2017</b>	-	-
Additions at cost	633,069	-
Disposals	-	-
Net realised investment (loss)/gain	-	-
Net unrealised investment (loss)/gain	1,693	-
<b>Market Value at 31 December 2017</b>	<u>£ 634,762</u>	<u>£ -</u>
Historical Cost at 31 December 2017	<u>£ 633,069</u>	<u>£ -</u>

**SYNCHRONICITY EARTH**  
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**10. FUNDS**

	Fund balance brought forward £	Income £	Expenditure £	Net realised/ unrealised Gains/(losses) £	Fund balance carried forward £
<b>Unrestricted funds</b>					
General	210,625	1,062,433	(994,997)	-	278,061
Endowment	10	205,411	-	(11,514)	193,907
<b>Total unrestricted funds</b>	210,635	1,267,844	(994,997)	(11,514)	471,968
<b>Restricted funds</b>					
General	-	601,178	(448,601)	-	152,577
Endowment	10	445,356	-	(4,511)	440,855
<b>Total restricted funds</b>	10	1,046,534	(448,601)	(4,511)	593,432
<b>Total funds</b>	<u>£ 210,645</u>	<u>£2,314,378</u>	<u>£(1,443,598)</u>	<u>£ (16,025)</u>	<u>£ 1,065,400</u>

**Analysis of Net Assets between funds**

	<b>Endowment Funds</b>				
	Restricted £	Unrestricted £	Restricted £	Unrestricted £	Total £
Investments	-	-	440,855	193,907	634,762
Inventory	-	16,753	-	-	16,753
Debtors	87,373	42,881	-	-	130,254
Cash at Bank	299,525	277,720	-	-	577,245
Current liabilities	(234,321)	(59,293)	-	-	(293,614)
<b>Total Funds</b>	<u>£ 152,577</u>	<u>£ 278,061</u>	<u>£ 440,855</u>	<u>£ 193,907</u>	<u>£1,065,400</u>

Last year the trustees established, expendable endowment funds under declaration of trusts.

The Synchronicity Earth Living Fund is an unrestricted expendable endowment which has been established in order to ensure the long-term viability of the Charity and secure long-term funding for its programmes. The restricted expendable endowment, The Durrell Fund, has been established to support the long term support of the work of Durrell Wildlife Conservation Trust – UK, a charity registered in England and Wales Registered number 1121989.

During the year two further endowment funds were established for the benefit of Apes and Amphibians. The endowment monies have been invested in the Aurum Synchronicity Sterling and USD funds managed by Aurum Fund Management Ltd and Administered by Northern Trust International.

**SYNCHRONICITY EARTH**  
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**11. RELATED PARTY TRANSACTIONS**

Donations totalling £477,727 (2016- £406,544) were received during the year from the Synchronicity Foundation, a trust connected to the charity.

During the year donations totalling £262,511 were received from A Sweidan (2016 - £158,002), a trustee, of which £163,243 is without condition and £99,268 as a contribution against the fundraising costs of the Casino Evening held during the year. Gift Aid has been reclaimed.

J Sweidan (brother of a trustee) - £3,000, A Sweidan - £13,330 and C Bryan (trustee) – £2,500, purchased tickets to and artwork at the Casino Evening (2016 - £nil).

During the year the charity received a donation from the spouse of a member of the key management personnel totalling £10,000 (2016 - £nil).

The Fund Management agreement between Synchronicity Earth and Aurum Fund Management Ltd did not give rise to any benefit for A Sweidan who is a founding member of Aurum Fund Management Ltd.

**12. FINANCIAL COMMITMENTS**

The charity has the following total commitments outstanding under non-cancellable operating leases:

	<b>Property 2017 £</b>	<b>Property 2016 £</b>
Expiring:		
Less than one year	£ 56,760	£ 56,760
Between two and five years	£ 5,132	£ 61,892
	<u>£ 61,892</u>	<u>£ 118,652</u>

**13. FINANCIAL INSTRUMENTS**

**Financial assets**

	<b>2017 £</b>	<b>2016 £</b>
-Fixed asset quoted investments measured at fair value	634,762	-
-Cash at bank and in hand	577,245	225,167
-Measured at amortised costs		
Debtors (excluding prepayments & statutory taxes)	130,254	191,889

**Financial liabilities**

	<b>2017 £</b>	<b>2016 £</b>
-Measured at amortised cost		
Creditors (excluding deferred income & accruals and statutory taxes)	<u>25,740</u>	<u>51,065</u>

The income, expenses, net gains and net losses attributable to the charity's financial instruments are summarised as follows:

**Income and expense**

	<b>2017 £</b>	<b>2016 £</b>
Measured at fair value through SOFA: sured at amortised cost:		
Net currency (losses)/gains (including changes in fair value)	(17,718)	-
Net investment gains/(losses) (including changes in fair value)	<u>1,693</u>	<u>-</u>

**SYNCHRONICITY EARTH**  
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**14. PRIOR YEAR COMPARATIVES**

	<b>General</b>		<b>Endowment Funds</b>		<b>2016</b>
	<b>Unrestricted</b>	<b>Restricted</b>	<b>Unrestricted</b>	<b>Restricted</b>	<b>£</b>
	<b>£</b>	<b>£</b>	<b>£</b>	<b>£</b>	
<b>Income and endowments</b>					
Donations	668,041	139,573	10	10	807,634
Income from charitable activities	-	60	-	-	60
Income from investments	67	-	-	-	67
Other income	50	-	-	-	50
<b>Total income and endowments</b>	<b>668,158</b>	<b>139,633</b>	<b>10</b>	<b>10</b>	<b>807,811</b>
<b>Expenditure on:</b>					
Raising funds	9,245	-	-	-	9,245
Charitable activities					
<i>Oceans</i>	102,139	-	-	-	102,139
<i>Freshwater</i>	74,554	-	-	-	74,554
<i>Forests</i>	97,613	-	-	-	97,613
<i>Species</i>	169,833	38,500	-	-	208,333
<i>Synchronicity</i>	56,800	-	-	-	56,800
<i>Regeneration</i>	51,908	145,010	-	-	196,918
<i>Fundraising</i>	18,381	-	-	-	18,381
<b>Total expenditure</b>	<b>580,473</b>	<b>183,510</b>	<b>-</b>	<b>-</b>	<b>763,983</b>
<b>Net income / (expenditure)</b>	<b>87,685</b>	<b>(43,877)</b>	<b>10</b>	<b>10</b>	<b>43,828</b>
<b>Transfer between funds</b>	<b>(30,417)</b>	<b>30,417</b>			<b>-</b>
<b>Net movement in funds</b>	<b>57,268</b>	<b>(13,460)</b>	<b>10</b>	<b>10</b>	<b>43,828</b>
<b>Reconciliation of Funds</b>					
Fund balances brought forward	153,357	13,460	-	-	166,817
<b>Fund balances carried forward</b>	<b>£ 210,625</b>	<b>£ -</b>	<b>£ 10</b>	<b>£ 10</b>	<b>£ 210,645</b>





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REGISTERED CHARITY NO. 1132786 REGISTERED IN ENGLAND AND WALES NO 06952204 A COMPANY LIMITED BY GUARANTEE

