



PEOPLE CHOOSING CONSERVATION





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Conservation is not just a policy. It is more than a strategy. Ultimately it is a personal choice.

AWF is working with people across Africa—scientists, villagers, government officials and local chieftains—to choose a sustainable future for their families, their lands and their wildlife.

Here is the story of people taking a stand for a better life. Here is the story of people choosing conservation.



*The African Wildlife Foundation, together with
the people of Africa, works to ensure the wildlife
and wild lands of Africa will endure forever.*

In this annual report, we recognize and celebrate the choices being made at many levels to conserve the wildlife and wild lands of Africa. Young African scientists are choosing conservation as a career. Rural communities are choosing conservation as a land use and livelihood option. Entrepreneurs are choosing conservation as a basis for businesses. African governments are choosing conservation as a national priority for the future of their countries.

As leaders of the African Wildlife Foundation, our job is to facilitate, encourage and provide concrete support whenever the people of Africa make the choice to conserve. In other cases our work is to provide the information and the support that will lead governments, communities and individuals to make these choices. Our work is rewarding, precisely because so many people in so many parts of the continent stand ready to make this commitment.

Our friends, partners, members and supporters worldwide are also “People Choosing Conservation.” A growing number of individuals, families, foundations, companies and governments are choosing to join hands with the people of Africa through AWF to ensure resources are available to do this work while there is still time.

We are especially grateful to the thousands of individuals who are helping AWF secure the

resources to succeed in AWF’s first comprehensive campaign—the Campaign to Save Africa’s Heartlands. At the close of our financial year, \$58 million has been pledged toward our five year goal of \$100 million.

Thank you for your determination to be a part of saving Africa’s uniquely beautiful wildlife. Thank you for choosing conservation.



Helen W. Gichohi

Helen W. Gichohi, Ph.D.
President

Patrick J. Bergin

Patrick J. Bergin, Ph.D.
Chief Executive Officer



BOARD OF TRUSTEES

A recent article in the *Wall Street Journal* talks about a gap in perceptions between the millions of dollars donated to tax-exempt charities, and how those donations are used. Less than 10 percent of these donations are for international work, and even less is directed at those most in need.

The African Wildlife Foundation offers a wonderful philanthropic opportunity for those who sincerely want to help the people and wildlife of this continent. AWF's first comprehensive campaign of \$100 million provides donors with outstanding opportunities to make a real difference.

Close to 83 percent of our revenues raised are spent in Africa on our field programs, and much of this in regions too dry for agriculture. Using the continent's great wildlife and wild lands as a starting point, AWF provides education, seed capital and enterprise support to help people build their lives on a solid financial foundation.

The results of our work can be measured in both conservation impact and a better life for Africa's people.

With your participation and support, AWF hopes to take this program to more of the wildlife-rich parts of the African continent over the coming years.

Thank you for joining me in choosing conservation.



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Dennis Keller
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THE **AFRICAN** HEARTLANDS

From the coast of Kenya to the cliffs of Table Mountain, in the marble halls of government and on the mud floors of thatched huts, more and more of Africa's people are choosing conservation. It is a decision made from the heart, in their own best interest. And it will secure their future forever.

But while all of Africa is important to conservation, certain key landscapes are absolutely essential—thanks to their unmatched concentrations of wildlife and their potential to sustain viable populations for centuries to come.

AWF has identified these conservation landscapes, and we call them the “African Heartlands.”

Far larger than any park or reserve, an African Heartland comprises of national parks and local villages, government lands and private lands which together form into a large, cohesive conservation landscape that often spans international boundaries.

In the African Heartlands, AWF is focusing its efforts on educating and equipping the many communities that have chosen conservation as a way forward. And as a way of life.

CONGO



KAZUNGULA



KILIMANJARO



LIMPOPO



MAASAI STEPPE



SAMBURU



VIRUNGA



ZAMBEZI



CONGO

Democratic Republic of the Congo

LANDSCAPE: This remote and rarely visited low-land swamp forest in north-central Democratic Republic of the Congo still boasts a wealth of biodiversity despite the devastating toll of civil war.

SPECIES: The endangered bonobo, forest elephant, Congo peacock, river fish.

KAZUNGULA

Botswana, Namibia, Zambia, Zimbabwe

LANDSCAPE: Woodland-grassland mosaic with vital wildlife migration corridors; river systems and wetlands surrounding Victoria Falls.

SPECIES: Largest concentration of elephants in Africa, lions, cheetahs, giraffes, hippopotamuses, rhinoceros, leopards, many species of antelope, kingfishers, great herons, bream and tiger fish along with many medicinal and endemic plant species.

KILIMANJARO

Kenya, Tanzania

LANDSCAPE: A variety of ecosystems from wetlands to semi-arid savannah, all surrounding Mt. Kilimanjaro—Africa's highest peak. Includes Amboseli National Park, six large Maasai group ranches, and Tanzania's Kilimanjaro and Arusha National Parks.

SPECIES: Africa's best-known and most-studied elephant population; endangered species of cheetah and wild dog; declining tree species of juniper and ebony.

LIMPOPO

Mozambique, South Africa, Zimbabwe

LANDSCAPE: Larger than Switzerland, this vast Heartland covers areas of Mozambique, South Africa and Zimbabwe. Centered on the Limpopo River, it includes world-famous Kruger National Park, with more wildlife species than any other park in Africa.

SPECIES: Africa's largest rhino population, along with rare ungulates, predators, hippopotamuses, rich birdlife, insects and diverse aquatic life.

MAASAI STEPPE

Tanzania

LANDSCAPE: A mosaic of baobab and acacia trees scattered across vast savannah, this is one of the worlds' richest remaining reserves for wildlife—with two of Tanzania's most frequented national parks. Lake Manyara National Park is recognized internationally as a Biosphere Reserve and includes key migration corridors and breeding grounds.

SPECIES: Large predators like lion, leopard, cheetah and wild dog; elephants; and locally endangered ungulates like oryx, kudu and gerenuk.

SAMBURU

Kenya

LANDSCAPE: Located just north of the equator in the rain-shadow of Mt. Kenya, this Heartland is truly the "heart of Kenya." Intact wet montaine forests, dry cedar forests, plateau grassland, acacia grassland and the Ewaso Nyiro River are part of the Samburu Heartland—along with parts of Mt. Kenya National Park, Samburu National Reserve, and extensive ranch and communal lands.

SPECIES: Northern specialty species like reticulated giraffe, Somali ostrich, and Grevy's zebra live alongside elephant, lion, hyena, leopard and black rhino.

VIRUNGA

Democratic Republic of the Congo, Rwanda, Uganda

LANDSCAPE: Volcanic highlands and the Bwindi Impenetrable National Park highlight a region of incredible biodiversity that spans parts of the Democratic Republic of the Congo, Rwanda, and Uganda.

SPECIES: The last 720 mountain gorillas in the world, along with chimpanzees, golden monkeys, giant forest hogs, African buffaloes, reptiles, amphibians and a rich birdlife.

ZAMBEZI

Mozambique, Zambia, Zimbabwe

LANDSCAPE: This three-country, transboundary region of Mozambique, Zambia, and Zimbabwe centers on the Zambezi River and its surrounding tributaries, wetlands and flood plains. Includes some of the most scenic landscapes in southern Africa.

SPECIES: Hippo, elephant, buffalo, impala, sable and roan antelope, eland, nyala, crocodile, black rhinoceros, wild dog, cheetah and lion.





“For two years, I fought malaria. Isolation. And personal attacks from enemies of conservation. But when the Democratic Republic of the Congo’s Lomako-Yokokala Faunal Reserve was finally approved, none of it mattered. The bonobo had a haven at last.”

“My AWF supervisor Jef Dupain had given me fair warning. ‘Valentin,’ he said, ‘you will be working to create the first protected area in a landscape long scarred by political instability. But if we are to protect the bonobo, the Congo peacock and other rare species of this landscape, it’s a job that has to be done.’ In other words, the Reserve was going to be my ‘baby’. And the

delivery wouldn’t be easy.

“For two years I lived in the remote rain-forest, working to bring this reserve about. The work was hugely important. Since the 1970s, this forest had been earmarked by international researchers as one of the last remaining homes of the bonobo—a unique great ape species that spends more time on two legs, and is in many

ways more human-like than any other animal on earth. Long before the civil war broke out in 1995, the wildlife authority (Institut Congolais pour la Conservation de la Nature, or ICCN) had designated the Lomako Forest as a priority zone for bonobo and forest conservation.

“Of course, other NGOs, the Democratic Republic of the Congo (DRC) government, and the ICCN all played vital roles; but there were times when I felt like the weight of the world—or at least of the forest—was on my shoulders.

“I was in charge of everything: the biological and socio-economic surveys and the negotiations with the local people. And it was complicated.

The Befale and Bongandanga people, for example, fought for ownership of the reserve. Others were simply downright opposed to conservation, and had to be convinced of its benefits. Some local politicians even tried to undermine it by attacking my character, saying the forest had been sold and I was the one getting the money. At other times I suffered severe bouts of malaria with no medical care available.

“But in June, 2006, the DRC government made the creation of the reserve official. Today ICCN has appointed a park warden, and AWF is building a house for him. Local people are already hired and being trained as rangers to



Valentin Omasombo W'Otoko
AWF Protected Area Manager
Congo Heartland
Democratic Republic
of the Congo



LANDSCAPE CONSERVATION

monitor bonobos. And while scientific research has been dormant in this area since before the civil war, AWF is regenerating international interest through the creation of two base camps for ‘scientific tourism’—outposts capable of sustaining up to five scientists and ten guides each.



“Best of all, the Lomako-Yokokala Faunal Reserve marks a historic landmark not just for conservation in the Congo, but for the people—since their needs have been carefully recognized at every stage of the process, including

MORE PROTECTION FOR PROTECTED AREAS

It is a hallmark of AWF’s landscape strategy to ensure that wildlife has room to migrate—not just in national parks, but throughout their natural range. Yet while national parks are not enough, they are still the most important class of protected areas on earth—and the anchors in AWF’s landscape conservation strategy.

As one of the anchors of our Kazungula Heartland, Chobe National Park is Botswana’s second largest national park. Home to more than half of Botswana’s elephant population, it stretches for 25 kilometers (16 miles) along the Chobe River. This past year, AWF supported the construction of the park’s first boat jetty—a vital tool for regulating the use of Chobe’s waterfront in its most commercially sensitive area. The commissioning of the jetty was attended by more than 60 government officials, the private sector, local communities, the former President of Botswana and AWF Trustee, Sir Ketumile Masire, and AWF President, Dr. Helen Gichohi.

AWF is also helping draft a management plan that combines the river front and mainland park operations; and work continues on securing wildlife corridors in and outside the park.

No, national parks are not the only pieces in the landscape puzzle—but they are more important than ever. And AWF will always be there to support them.



“The important thing is that the Reserve has been created. The bonobo has a safe haven. And the landscape of the Lomako forest will be protected in perpetuity.”

the zoning of communal hunting areas.

“Today, support for the reserve is widespread—in addition to USAID/CARPE, it includes participation by the French government (FFEM), the U.S. Fish and Wildlife Service, the Arcus Foundation, Alexander Abraham Foundation, and individual U.S. donors.

“While there are years of hard work ahead of us, the important thing is that the Reserve has been created. The bonobo has a safe haven. And the landscape of the Lomako forest will be protected in perpetuity.”





TO SECURE THE HEARTLANDS, AWF MUST INVEST A MINIMUM OF \$100 MILLION OVER A FIVE-YEAR PERIOD. THAT'S WHY WE HAVE LAUNCHED THE CAMPAIGN TO SAVE AFRICA'S HEARTLANDS—THE FIRST CAPITAL CAMPAIGN IN AWF'S HISTORY. IT IS A BIG STEP—BUT IT WILL ALLOW AWF TO EXPAND ITS WORK ON THE GROUND BY 50 PERCENT. TO CONTRIBUTE, CONTACT MR. GREGG MITCHELL, VICE PRESIDENT FOR PHILANTHROPY AND MARKETING AT GMITCHELL@AWF.ORG.

LANDSCAPE CONSERVATION

LEARNING TO LIVE WITH ELEPHANTS ON THE MOVE

In 1998, renowned scientist Dr. Ian Douglas-Hamilton discovered that an elephant collared in Amboseli National Park in Kenya had traveled more than 40 kilometers (25 miles) into Tanzania. It was more obvious than ever that the lands linking Amboseli to Tanzania are critically important to elephant migration. And at the heart of that landscape lies the Kitirua Community Wildlife Conservancy.

Kitirua is a 20,000 square-kilometer (7,722 square-mile) area set aside by the Olgulului Group Ranch to encourage wildlife conservation. Yet it has not lived up to its potential to enrich the lives of the families who live there.

While most large trees have died within Am-

park to feed there. Yet lack of a comprehensive resource management plan had left this important area—and the wildlife—at risk. Livestock overgrazing was threatening the vegetation needed for foraging; elephants came into conflict and killed livestock; villagers retaliated. And to make matters worse, diseases passed from domestic animals to wildlife with ease.

In such a dry area, water is a critical resource—yet existing boreholes and wells are often destroyed by elephants trying to break through barriers to reach the water's source.

With funds from the U.S. Fish and Wildlife Service, AWF facilitated completion of a survey of the landscape's resources, uses and potentials in July 2006. By May of 2007, a new contract between Ker & Downey Safaris and Olgulului Group Ranch had been renegotiated and signed. And today a whole host of practical initiatives are proposed based on this new relationship: from building a new community center and a school to reinforcing pipes and boreholes, from vaccination and dipping programs for livestock to village sensitization programs. In the end, this vital corridor will be managed to the benefit of Amboseli's elephants. And to the good of the Maasai people who live there with them.

ROUNDING UP THE WEST KILIMANJARO RANCH

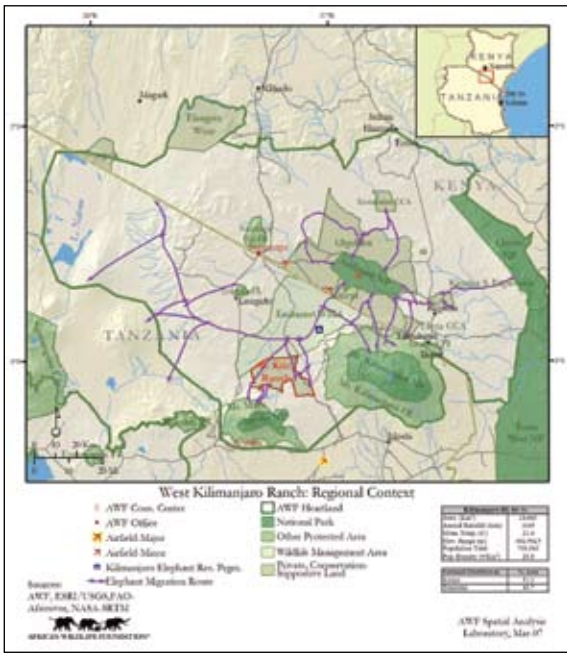
Across the Kenyan border in Tanzania lies one of the most important pieces of the landscape puzzle. And at last, it has been secured for conservation.

After years of negotiating, planning, and overcoming legal obstacles, Tanzania's National Ranching Company (NARCO) and AWF have signed a Memorandum of Understanding to design a sustainable future for the West Kilimanjaro Ranch. Like Manyara Ranch, a similar property



boseli National Park (a situation often blamed on the elephants), Kitirua is relatively lush. Species rarely seen in the national park—Maasai giraffe, gerenuk and fringe-eared oryx—regularly forage in Kitirua, and elephants frequently leave the





that AWF has helped to manage for the last six years, the West Kilimanjaro Ranch is one of 14 government-run ranches that the Tanzanian government had slated for privatization. The MOU brings into being a new model of government and conservation organization partnership in which AWF is collaborating with NARCO to manage strategic ranches which are important for both wildlife and the production of “conservation beef.” Through this restructuring of state assets, AWF and NARCO will contribute not just to conservation, but to the national economy.

Stretching across more than 30,000 hectares (74,130 acres)—twice the size of Manyara Ranch—the West Kilimanjaro Ranch sits in an important wildlife area that links Mount Kilimanjaro National Park with the newly created Enduimet Wildlife Management Area. And like Manyara Ranch, it already has a good herd of cattle—creating opportunities for integrating livestock development with wildlife conservation.

First proposed in 2003, the West Kilimanjaro Ranch project was delayed—especially by a decade-old court case involving local people who had settled on the ranch and believe they had a legitimate claim to the land. Today, with AWF facilitation, that case has been settled out of court (with the local population withdraw-

ing their claim in exchange for being included as ranch stakeholders and beneficiaries), and the Memorandum of Understanding has been signed. Together, AWF and NARCO are taking their first steps to survey the land—and co-manage what could soon be one of the most successful conservation-friendly ranches in Tanzania.

PARTNERING TO CONSERVE THE GREAT ZAMBEZI

The Zambezi River winds 2,414 kilometers (1,500 miles) through eight countries before emptying into the Indian Ocean. This year, the African Wildlife Foundation and The Nature Conservancy (TNC) formed a partnership to protect and manage the Zambezi River for people and nature alike.

As part of this collaboration, TNC added the Zambezi to its Great Rivers Partnership. Created in 2005, the Great Rivers Partnership helps guide protection of the world’s vanishing freshwater supply.

The lifeblood for much of southern Africa, the Zambezi River system provides many of the river basin’s 30 million people with water for their crops. And one third of them rely on the river’s fish for food. In fact, the Zambezi basin supports more than 250 species of fish and hundreds of bird species. And it provides habitat for everything from monkeys to monitor lizards.

Together, AWF and TNC are pooling staff, resources and knowledge to analyze flow patterns, ecology, fishery resources, water quality—and to craft a complex plan that will conserve the river while protecting the interests of the many stakeholders who live along its banks. Together, we are working to ensure that this 1,500-mile long river has a future that stretches on forever.





“Throughout the history of mankind, the great cats have been a majestic symbol of nature’s power—and generated incredible respect and admiration. For me, their attraction was irresistible—and I have always wanted to learn everything about them and what threatens their existence. Because I know that if I don’t, the world’s greatest predators will continue to become prey—and vanish from the face of the earth.”

“The day has long since passed when lions were the kings of the jungle. Today they are disappearing at an alarming rate—along with leopards and cheetahs. The wild dog, meanwhile, has almost become extinct. The causes are

familiar: loss of habitat, human-wildlife conflict and reduction of natural prey. But the solutions are harder to put a finger on.

“That is why I’m proud to be heading up AWF’s Lion Research in the Maasai Steppe

ecosystem. The Maasai Steppe is a vast, 35,000 square-kilometer (13,541 square-mile) ecosystem with two core protected areas: Tarangire and Lake Manyara National Parks. It has a fast-growing human population—and the second largest remaining lion population in northern Tanzania’s network of protected areas. Unfortunately, the core protected areas are so small that these 200 lions have to utilize areas outside the parks for food—to the extent that they frequently interact with people. Put these ingredients together and you have a perfect combination for studying—and mitigating—human-wildlife conflict.

“This conflict has led to the killing of at least

85 lions in the Maasai Steppe since 2004—nine in 2006 alone. It’s a trend that cannot be sustained much longer—and it makes my work with AWF’s Lion Research team incredibly urgent.

“By using both existing radio collars and new GPS collars introduced in 2006, and by conducting interviews with livestock owners from local villages, we are piecing together a detailed picture of the lions’ population density and demographic trends—to help us design realistic land management strategies that enhance lion conservation. And we are learning precisely when and where lions move out of protected areas, and the circumstances that lead to livestock predation.



Bernard Kissui
AWF Research Scientist
Maasai Steppe Heartland,
Tanzania



SPECIES CONSERVATION

“Already, for example, we have learned that something as simple as poor herding of livestock contributes to lion deaths. When natural prey is harder to come by, lions are more willing to attack livestock. Traditional Maasai bomas—or kraals—loosely constructed from thorn bush



trees offer poor protection and are routinely raided by lions, killing livestock. Naturally, angry farmers retaliate by killing lions. By experimenting with stronger fence designs—chain-link, for example—we can literally save not just the livestock, but the lions.

FROM SENSELESS SLAUGHTER TO STAUNCH DEFENSE

On July 23, 2007, the world awoke to horrible headlines. Six mountain gorillas had been shot dead in the Democratic Republic of the Congo’s Virunga National Park. Two more had already been killed in the same fighting zone in January. In just seven months, one of the world’s most endangered species had lost 10 members.

Just a few months before, AWF had been celebrating spectacular progress. Working through the International Gorilla Conservation Program (IGCP—a coalition of the African Wildlife Foundation, Fauna and Flora International and the World Wide Fund for Nature) and its many partners—guided by Director Eugène Rutagarama—we had been able to help sustain a 17 percent increase from 1989 to 2003. Yet these brutal killings only serve to underline how fragile the mountain gorillas’ survival really is.

AWF and the IGCP have responded in force—attacking the problem on all fronts. First, the Democratic Republic of the Congo’s wildlife and protected areas authority, the ICCN, deployed a 33-ranger “Force Avancée” to bolster gorilla protection. The IGCP is supporting those rangers with logistics, training and equipment.

Next, AWF and the IGCP immediately

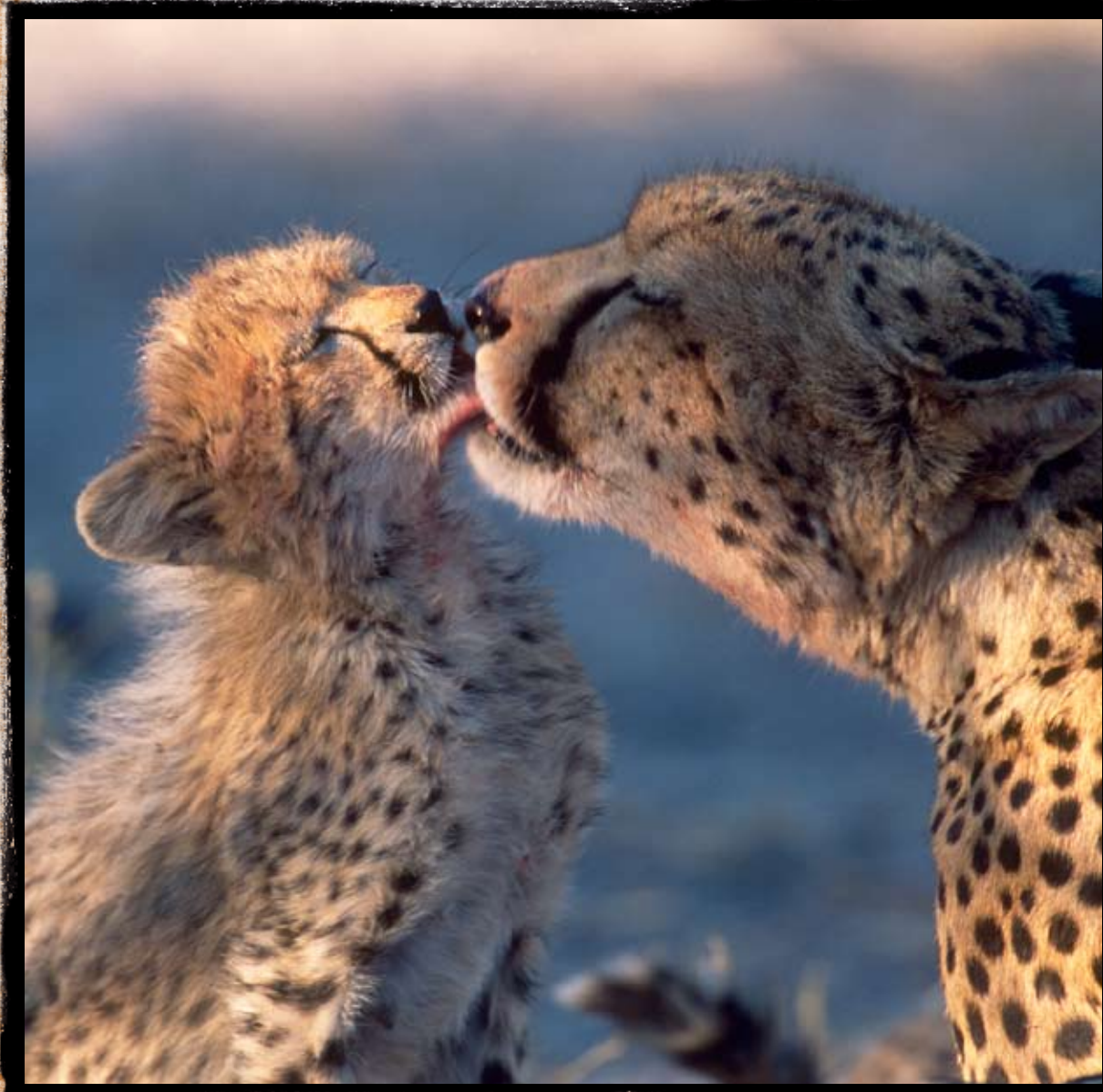


began working to raise awareness among local communities about the importance of mountain gorilla tourism as an economic resource—lay-

“This conflict has led to the killing of at least 85 lions in the Maasai Steppe since 2004. It’s a trend that cannot be sustained much longer—and it makes my work with AWF’s Lion Research team incredibly urgent.”

“Of course, in traditional communities, resistance to change often runs deep. So a great deal of our effort has been focused on conducting community education. Through a series of village meetings, we have convinced a number of boma owners to try the new fences—and they, in turn, are providing invaluable word of mouth advertising to others. It is a modest solution, but where we have implemented it, it is making a big difference. And it is just one of a host of practical strategies springing from AWF’s Carnivore Research Program. By collaborating with communities, government authorities and other conservation stakeholders, we are making it simpler for people to choose conservation. And easier for Africa’s magnificent predators to survive.”





UNLESS WE ACT QUICKLY, AN AFRICA FILLED WITH LIONS, CHEETAHS AND OTHER CARNIVORES WILL BE NOTHING MORE THAN A MEMORY. AT AWF, WE KNOW THAT OUR CONSERVATION STRATEGIES WORK—WE JUST NEED TO DO A LOT MORE OF THEM. THAT'S WHY WE PLAN TO EXPAND DRAMATICALLY WITH HELP FROM OUR FIRST-EVER CAMPAIGN TO SAVE AFRICA'S HEARTLANDS. TO CONTRIBUTE, CONTACT MR. GREGG MITCHELL, VICE PRESIDENT FOR PHILANTHROPY AND MARKETING AT GMITCHELL@AWF.ORG.

ing the groundwork for future initiatives that will help bring stability and prosperity to the region.

On the other side of the mountains in Rwanda, AWF initiatives are helping people choose conservation. The development of the AWF-brokered Sabyinyo Silverback Lodge brings Rwanda's first high-end tourist destination on line which will yield rich profits for the community.

And at the entrance to Uganda's Mgahinga National Park, the newly opened Visitor Center is greeting tourists with world-class exhibits that will help put mountain gorillas front and center in their minds—and in the consciousness of people around the world.

So inspiring has AWF's and the IGCP's work with mountain gorillas been, in fact, that CNN recently featured IGCP's Eugène Rutagarama on its program "CNN Heroes."

Yes, 2007 was a tragic year. But the good news is that the overall population trend is still increasing. By defending the gorillas more aggressively and by attacking the poverty that is at the root of so much poaching, AWF continues to help the mountain gorilla climb back from the brink.

HIPPUS AND CROCS TAKE THEIR TURN IN THE SPOTLIGHT



It's the dark of night. You are standing in the prow of a small boat in the middle of the Zambezi River—sweeping the rushing current with a spotlight—looking for the telltale gleam of a crocodile's eyes. It is dangerous work. But it is a critical part of AWF's

effort to survey the crocodile and hippopotamus populations in the Zambezi Heartland—a Heartland that traverses three countries.

Conservation planning and strategy development depends on scientific data—and the sad truth is that hippos and crocodiles are under-researched compared to more charismatic megafauna. So this past year, AWF conducted an extensive aerial and boat survey over nearly 1,000 kilometers (621 miles) of river bank and shoreline in the Zambezi River landscape.

The results showed that crocodile and hippo populations were very unevenly distributed. Crocodiles were clumped uncomfortably together in protected areas such as Mana Pools National Park. And there was considerably more pressure on the wildlife on the Zambian side—simply because there were more people. Finally, in Mozambique's Lake Cahora Bassa, where the lakeshore is unprotected, hippo and crocodile populations seem to have dropped significantly.

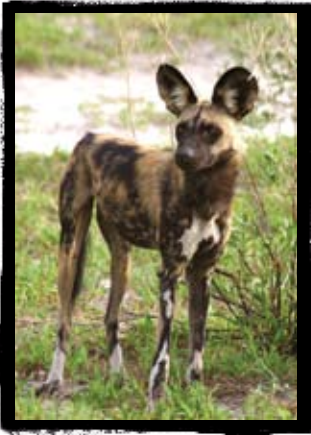
The surveys were an important first step—but a tremendous amount of information-gathering remains to be done before sustainable management plans can be put into place. For example, there is no mechanism yet for reporting incidents of human-wildlife conflict. But AWF is determined to push the work forward—until crocodiles and hippos share the conservation spotlight with the lion, the leopard and all the extraordinary animals that call Africa home.

TAMING ATTACKS ON THE WILD DOG

"At best, they're vermin. At worst, they are dangerous predators of livestock." This prevailing attitude toward the African wild dog is the reason it has been persecuted virtually to



extinction. As if to add insult to injury, infectious diseases like rabies have been transmitted from domestic animals, hastening the wild dog's demise.



That is why AWF has been working with partners to expand research in Kenya. Under the leadership of the Laikipia-Samburu Wild Dog Project directed by Dr. Rosie Woodroffe, AWF is equipping trackers to monitor the canines—learning all we can about the remaining population.

So far, the project's main finding is this: it's not difficult for people and wild dogs to co-exist—as long as wild prey is available and livestock is herded effectively. The project is making strides in helping the local people to manage their livestock safely.

Disease, however, is a far more difficult challenge. So in the year ahead, the project will focus on the research and support that is so urgently needed to prevent infectious disease transmission—and secure the survival of Africa's remaining wild dogs.

ELEPHANT EYE IN THE SKY

When the first Sputnik was launched into space in 1957, scientists surely envisioned using satellites to track the weather. But no one could have imagined the use that AWF would put them to 50 years later: tracking elephants.

For 30 years, elephant research in the

Kilimanjaro Heartland had focused on the Kenyan side. But elephants don't respect borders, and what happened when they wandered into Tanzania was anyone's guess.

Now, however, AWF's Kilimanjaro Elephant Research Project is tracking elephants with GPS collars. In the West Kilimanjaro region (home to the West Kilimanjaro Ranch—see article on pages 10-11), 21 elephants have already been fitted with collars—providing incredibly precise data on elephant movement. So even though elephant corridors in the area have long been established, we can now demonstrate their importance more accurately—with information that is updated every day.

With this data, we will be able to create far better plans for managing the landscape as a whole—pin-pointing corridors, knowing where human-wildlife conflict is likely to happen, and even dealing with poachers more effectively. The result will be a far more strategic plan for wildlife management. And a far safer passage for the well-traveled, multi-national elephants of Kilimanjaro.

“When the first Sputnik was launched into space in 1957, scientists surely envisioned using satellites to track the weather. But no one could have imagined the use that AWF would put them to 50 years later—tracking elephants.”





“For well-heeled tourists coming to Virunga for mountain gorilla treks, the Sabyinyo Silverback Lodge is a long overdue luxury. But for the mountain gorillas of Rwanda, it’s a necessity—because it will bring them support that literally could mean the difference between life and death.”

“When 10 mountain gorillas were killed in the Democratic Republic of the Congo this year, I was horrified. For me, the idea that anyone in their right mind could commit such an act drove home the critical importance of including as many people as possible in the conservation enterprise equation. And it made my work on the Sabyinyo Silverback Lodge doubly important.

“Seeing mountain gorillas in their natural habitat is a thrilling experience, and wildlife enthusiasts pay top dollar for it. Yet there was no upscale hotel in the area. And while gorilla trekking fees are high—as much as \$500 for a single hour of viewing for one tourist—little of that money was returned in the form of benefits to the local community. But now all of that has

changed. Because now the Sabyinyo Silverback Lodge is open. Three years of work by me, the IGCP (International Gorilla Conservation Program) and AWF have finally come to fruition.

“Located on community land in the shadow of Mount Sabyinyo—one of the Virunga Mountain chain’s most impressive volcanoes—this is a luxury lodge indeed. This 16-bed facility is providing an incredible gorilla trekking experience, and giving tourists staying there an opportunity to learn about and support African conservation. Even more important, it is providing employment and vocational training for local people. But what makes this project unique is that from

day one, through every stage of the process—funding, bringing stakeholders together, signing a Memorandum of Understanding with the government, negotiating with a private operator—the needs of the people have been put front and center. The result is a trailblazing arrangement in which the community is the primary equity holder, with full title to the land and buildings. Even the financing was community-friendly—a ‘subordinated equity deal’ in which interest accrues only when the community sees proportionate income.

“Other lodges provide minimal help to local communities in the form of small token projects.



Eugène Rutagarama
Director
International Gorilla
Conservation Program



But Sabyinyo Silverback Lodge pushes the envelope of what is possible—for it is nothing less than a trust fund for the 31,000 people in the area. It will help them educate their children, pay for health care and generally build a better life. Best of all, it will give the people all the incentive in the world to protect the mountain gorillas and their habitat.

“Of course, there are other conservation benefits as well. A high-end facility like this will attract more guests to the national park. They’ll

stay longer. Spend more money. And contribute to park management funds through everything from increased gate collections to gorilla permit fees.

“I’m incredibly proud of what we have achieved here in Rwanda. And I can’t wait to put these lessons to work on the other side of the mountain in the DRC—helping to ensure that no mountain gorilla is ever slaughtered again.”

AN OLD WAY OF LIFE, A NEW KIND OF CONSERVATION

Wildlife isn’t the only thing that is vanishing in Africa. Traditional culture also is fading fast—a victim of modernization and development. But in the Chiawa chiefdom in Zambia along the Zam-

“Seeing mountain gorillas in their natural habit is a thrilling experience, and wildlife enthusiasts pay top dollar for it. And while gorilla trekking fees are high, little of that money is returned in the form of benefits to the local community.”





bezi River, AWF is helping to conserve culture and wildlife in a single stroke.

Thanks to funding from DGIS (The Netherlands' Directorate General for International Cooperation) this year saw the completion of the first phase of the Chiawa Cultural Village—an authentic showcase of local life that includes traditional houses, a courthouse, elephant lookout towers, honey hives, boat-building area, traditional foods, dancing, drama and even a museum that will be officially launched during the next tourism season.

As the finest and most true-to-life cultural display along the length of the river, Chiawa is set to bring serious income to the Mugaremeno Village—a true godsend to a poor community in one of Africa's poorest countries. Best of all, after putting countless man-hours of their own labor into its construction, the village is the proud sole owner of the entire enterprise.

As for wildlife conservation, this village, now on a prosperous path, is well-positioned to benefit from conservation revenues through tourism, and will be more willing to live at peace with the animals that share their land.

LUXURY LODGE FOR TOURISTS; A BETTER LIFE FOR ALL

Last year, AWF announced that a new partner had been found for the construction of the long-awaited The Sanctuary at Ol Lentille Lodge.

Today, we are even more proud to announce that the lodge has opened its doors—bringing incredible benefits to conservation and to the local people.

Re-envisioned as a high-end lodge featuring separate “country houses”—the latest trend in tourist accommodation—The Sanctuary at Ol Lentille is a joint project of AWF, the Laikipiak Maasai of Kijabe Group Ranch, USAID, the Tourism Trust Fund of Kenya (European Union), DGIS and Regenesis. As a private investor, Regenesis is managing the business and the 14,500 acre conservancy it sits on—up in two years from the original 5,000 acres.

Today, local wildlife is staging a dramatic comeback—with wild dog, greater kudu, leopard and hyena all being seen regularly.

Just as important, the people who have chosen conservation are being rewarded.

Community income for the 12 months between mid-2006 to mid-2007 exceeded \$18,000—and is projected to exceed \$20,000 in the second half of 2007 alone. Meanwhile, the women of Kijabe have launched a cultural manyatta, selling traditional handicrafts. Income totaled \$3,000 as of late summer 2007, and sales of beads were even more impressive, thanks to a large order from a New York fashion house that totaled more than \$11,000.

The Sanctuary at Ol Lentille Lodge may be filled with luxuries, but it is providing the basics of a good and decent life for the families of Kijabe Group Ranch and neighboring communities.



MILITARY LAND FOR OUR CONSERVATION ARSENAL

Deep in the Maasai Steppe Heartland, in the key wildlife corridor just outside the Manyara Ranch, lies a 10,000-acre tract that is not only highly strategic for conservation—it is also strategic for the Tanzanian military.

Known as the JKT-Makuyuni, this tract is one of many owned by the National Youth Service (known as the JKT), a branch of the Tanzanian army. Yet the land has not been used for military training for years. Instead, it has been left vacant, becoming degraded, deforested, its wildlife depleted.

This situation provided a golden opportunity to secure another piece of Tanzania's conservation landscape puzzle, and AWF jumped on it. In 2005, we signed a land management agreement with the JKT. And in August of this year, AWF brokered a deal between the JKT and Thomson Safaris Limited, giving Thomson Safaris 18

“The lake itself is rich with fish—a source not just of food, but of potential commerce. Soon, the subsistence farmers of Nyamazaga will be the owners of a successful enterprise—and the proud providers of a better life for their families.”



months to commence and complete the development of a luxury tourism facility.

Under the terms of the agreement, a 30-bed luxury tented camp will open its doors by 2009. The JKT will enjoy a guaranteed stable income, and AWF will have secured an important new tool in our growing conservation arsenal.

FISHING FOR A BRIGHTER FUTURE

On the shores of Mozambique's Lake Cahora Bassa, just downstream from the confluence of the Zambezi and Luangwa Rivers, the people are extremely poor and they must rely on unsustainable subsistence farming that damages the land and pollutes the water.

Yet the lake itself is rich with fish—a source not just of food, but of potential commerce. That's why AWF has helped the community form the Nyamazaga Fishing Association. Made up of 30 members, the Fishing Association is in the process of setting up a commercial fishing enterprise on the lake. And gaining the training and skills needed to form a business that is not only profitable, but sustainable.

When development is completed, the Fishing Association will boast extensive gear including seven boats, communication radios, life jackets, nets and paddles. It will have a base station offering an ablution block, scaling and rinsing areas and fuel efficient smoking ovens. The fishermen will be fully trained in sustainable commercial fishing, and their catch will be transported to markets in the city of Lusaka.

To date, the basic equipment has been purchased. A detailed business plan is under development. And the training in sustainable, conservation-friendly fisheries practice is about to begin. Soon, the subsistence farmers of Nyamazaga will be the owners and managers of a successful enterprise—and the proud providers of a better life for their families.





THE SANCTUARY AT OL LENTILLE LODGE IS A BREATHTAKING EXAMPLE OF CONSERVATION ENTERPRISE IN ACTION—BUT IT'S JUST ONE EXAMPLE OF MANY GREAT PROJECTS THAT CAN CONSERVE WILDLIFE WHILE BENEFITING PEOPLE. AWF'S \$100 MILLION CAMPAIGN TO SAVE AFRICA'S HEARTLANDS WILL MAKE IT POSSIBLE TO EXPAND OUR WORK BY 50 PERCENT. FOR MORE INFORMATION ON SPECIFIC GIVING OPPORTUNITIES—PLUS OPTIONS TO NAME A PROJECT IN HONOR OF A LOVED ONE—PLEASE CONTACT MR. GREGG MITCHELL, VICE PRESIDENT FOR PHILANTHROPY AND MARKETING AT [GMITCHELL@AWF.ORG](mailto:gmitchell@awf.org).



“It’s easy to see how ecotourism contributes to a country’s Gross Domestic Product. Or how it impacts a park agency’s revenues. Or a private business’ bottom line. But if it doesn’t benefit the local people—if it doesn’t put food on the table—it’s doomed to fail. That’s why, to me, SUBRAP is more than an acronym—it’s a formula for conservation success.”

“SUBRAP stands for ‘Scaling Up Benefits to Rural Area Populations.’ It’s a project funded by the European Commission (EC) that links conservation with livelihoods. But what people don’t realize is that before you can raise the roof on a lodge, you have to build the capacity of the

people to run that lodge. And before you can run that lodge, you have to create the social and legal institutions needed even to conceive of a modern business. Even a simple thing like participating in a community governing board requires training in democratic processes that can be com-

pletely new to some rural people. But thanks to the EC-supported SUBRAP project, that’s exactly what AWF is accomplishing in four nations (Botswana, Mozambique, Zambia and Zimbabwe) in three Heartlands: Kazungula, Limpopo and Zambezi.

“Nation by nation, AWF’s SUBRAP involvement breaks down this way: In Zambia, we are working with seven communities (156,500 people) with a total of 1.4 million hectares of land. In Botswana, three communities (41,000 people) with 0.2 million hectares. In Mozambique, four communities (44,000 people) with 0.4 million hectares of land. And in Zimbabwe, two commu-

nities (18,000 people) on 0.1 million hectares.

“In all four nations, AWF is helping communities create institutions, acquire land, develop enterprises and train staff in everything from housekeeping to management. Even in Zimbabwe, where attracting investment is a challenge, we are making progress—helping both the Hwange and Kanyemba communities create community development trusts.

“In Kazungula Heartland, we are working with five Zambian chiefdoms to build up community organizations and create local area land trusts. Until now, chiefs have made deals directly with the private sector, cutting the community



Nesbert Samu
Director
Kazungula Heartland



out. But by building the capacity of the people, we are empowering them to complete their own business deals.

“Scaling up’ is the perfect term for this process because it begins at the grass roots level—



empowering local people and creating the skills they need to form legal institutions through which they can manage their own land. From there, business ventures

HIGHER DEGREES FOR A HIGHER LEVEL OF LEADERSHIP

From the day we were founded in 1961, AWF’s first priority has been training African conservation leaders. In fact, our original name was the African Wildlife Leadership Foundation. And nowhere is that heritage better embodied today than through the Charlotte Fellowships.

Since its beginning in 1996, this program has helped extraordinary conservationists across the continent pursue their graduate degrees—and yielded dozens of prominent African conservation leaders. This past year, AWF was proud to welcome four more remarkable men and women into the Charlotte Fellow ranks:

BILA-ISIA INOGWABINI DEMOCRATIC REPUBLIC OF THE CONGO



When war broke out in the DRC in 2001, Bila-Isia Inogwabini traveled through frontlines and soldier checkpoints to initiate biological surveys for bonobos and forest

elephants. In spite of great personal danger, he established the first bonobo research station at Etate—a station that continues to collect information today. He also strongly advocated for the successful inclusion of Salonga National Park as a UNESCO World Heritage Site in Danger.

Since then Bila-Isia has gone to work for the World Wide Fund for Nature and has worked closely with the AWF team in our Congo Heartland. He is the recipient of numerous international honors, and his many publications include more than 20 peer-reviewed scientific papers.

Bila-Isia has been awarded a partial fellowship to complete his Ph.D. in Wildlife Management at the Durrell Institute Conservation and

“In all four nations, AWF is helping communities create institutions, acquire land, develop enterprises and train staff in everything from housekeeping to management.”

are created with the private sector, enterprises are developed, and what was once a small-scale community project ‘scales up’ to become a large and profitable business that impacts an entire region. From there, these business enterprises grow to form a network of eco-friendly ventures that have a huge net impact even at the landscape level.

“It’s a process that takes time, and unfortunately the SUBRAP funding has only two years left to run. Yet in spite of the tight time frame, AWF is planting the seeds of a new mindset, new institutions, and ultimately a new way of life.”





AN EDUCATED PEOPLE WILL BE A CONSERVATION-FRIENDLY COMMUNITY. THAT'S WHY AWF'S \$100 MILLION CAMPAIGN TO SAVE AFRICA'S HEARTLANDS WILL BE PARTLY USED TO CREATE A TRUST THAT WILL SECURE EASEMENTS FROM AFRICAN COMMUNITIES—LAND SET ASIDE FOR CONSERVATION—IN EXCHANGE FOR PAYMENT OF SCHOOL FEES AND OTHER SCHOOL EXPENSES FOR CHILDREN UP TO A CERTAIN AGE. FOR MORE INFORMATION, PLEASE CONTACT MR. GREGG MITCHELL, VICE PRESIDENT FOR PHILANTHROPY AND MARKETING AT GMITCHELL@AWF.ORG.

Ecology (DICE), University of Kent, UK. His research will focus on the conservation of the bonobos in La Tumba in DRC.

FORTUNATA URBANA MSOFFE TANZANIA

Ms. Msoffe joined Tanzania National Parks as a trainee warden in 1992 and rose through the



ranks to become the Park Ecologist at Tarangire National Park. She has been awarded a partial fellowship by AWF to support her Ph.D. studies at the University of Edinburgh in the UK.

Focusing on pastoralism and land-use in the Maasai Steppe area, Fortunata's research will map and quantify spatial and temporal land-cover and land-use changes in the Tarangire-Simanjiro ecosystem—evaluating the impact of changes in land use on large mammals. Her work will be key in advancing conservation across the Maasai Steppe Heartland.

GOSIAME NEO MAHUPELENG BOTSWANA

Inside AWF, Gosiamé needs no introduction. The head of the Large Carnivore Research



Project in our Kazungula Heartland, Gosiamé is a member of the African Lion Working Group (among other bodies) and has been published in peer-reviewed

journals. He currently holds an M.Sc. in Natural Resources Management and Sustainable Agriculture from the Agricultural University of Norway.

Gosiamé will study for a Ph.D. in Conservation Ecology at the Nelson Mandela Metropolitan University in Port Elizabeth, South Africa. His research will focus on “Problem Analysis of

Human-Carnivore Conflict in the Chobe Enclave Communal Area”—reflecting AWF's commitment to putting hard science at the core of our conservation efforts.

JIMMIEL MANDIMA ZIMBABWE

Currently AWF's Zambezi Heartland Director, Jimmiel is the first aquatic ecologist to join the AWF team and was instrumental in leading a multi-national working group on shared water resource management on the Zambezi River.



Jimmiel has been awarded a partial fellowship to finalize his

Ph.D. in Fisheries Ecology at the University of Limpopo in South Africa. His research will focus on the offshore pelagic fishery for the freshwater sardine, *Limnothrissa miodon*, an introduced species which has created a big commercial industry on both Lake Kariba (shared by Zambia & Zimbabwe) and Cahora Bassa (in Mozambique). Jimmiel is the first Zimbabwean to receive a Charlotte Fellowship.

JERSEYS AND CLEATS FOR CUBO'S LIONS

These lions don't have claws, tails or flowing manes. But they do have some of the snazziest soccer uniforms in Mozambique. On July 27, 2006, Dr. Patrick Bergin, AWF's CEO, presented two full sets of football uniforms to the Lions of Cubo football team.

The presentation was accompanied by applause and ululations from the community. Afterwards, Dr. Bergin posed happily for photographs with the football team.



It may seem like an unlikely bequest from a conservation organization—but the truth is that the community cohesiveness created here will better prepare the people for conservation action in the long run. And it is just one part of AWF's long relationship with the community of Cubo.

In recent years, we have been in the process of helping the people of Cubo working towards securing land rights and building the capacity of its representative association with DFID, Netherlands Committee of IUCN and EU (SUBRAP) funding. It is no wonder, then, that local pride is growing in Cubo—and that their young boys are so happy to be the athletic ambassadors of an increasingly conservation-savvy community.

COUNTING ON PEOPLE TO COUNT BONOBOS

With the formal establishment of the Lomako-Yokokala Faunal Reserve in the Congo (see Landscape Conservation, lead story), a critically important habitat area for bonobos has been formally protected. But this is not true for their relatives in other parts of their range that are under intense pressure from bushmeat hunting and from habitat destruction. More than 60 percent of the bonobo range is earmarked for logging concessions in the years ahead. Forests will be opened up for hunters, and the peaceful bonobos are increasingly likely to become victims of the bushmeat trade.

Bonobo populations are not evenly distributed throughout their range, and we have only limited information about their locations. To develop an effective strategy, we need to

know exactly where the bonobos are—and that requires large numbers of boots on the ground. Those boots are best worn by our main conservation partners: the local communities.

So this year, AWF began building capacity for bonobo monitoring among the local people. Already, we have trained 50 local research assistants and four team leaders to assist in biological surveys, and in mapping human activities.

Together with the local people, AWF has already conducted two bonobo and large mammal surveys, establishing a baseline for future population counts. And throughout, attention was given to developing skills among all participants—particularly women and minorities.

The result is that capacity on the ground in the Democratic Republic of the Congo has developed far faster than anyone anticipated. Together with local communities, we have identified new priority areas for bonobo conservation—laying the groundwork for future protected areas that will not only help the bonobo, but provide employment and reduce the poverty of the people who share the forest.

“More than 60 percent of the bonobo range is earmarked for logging concessions in the years ahead. Forests will be opened up for hunters, and the peaceful bonobos are increasingly likely to become victims of the bushmeat trade.”



A BETTER WAY TO MANAGE LANDSCAPE MANAGEMENT PLANS

Developing a management plan for a protected area is a complex process that consumes countless man-hours and other resources. But what if there was a standardized framework to follow? What if there was a clear, step-by-step guide that allowed the stakeholders to dive right in, and create the plan with a minimum of fuss?

That's exactly what AWF and the Kenya Wildlife Service (KWS) have created. Known as the Protected Area Planning Framework, the PAPF has been developed and piloted in two national parks—making it far easier to develop a plan that provides very clear implementation actions along the major areas of park management in Kenya: ecology, tourism, community, partnership and education, security and park operations. The framework is being used by KWS and other protected area agencies nationally.

Long-term landscape conservation depends on sound planning as do national parks. And for that planning to be standardized as a part of



policy is a remarkable step forward for governments and protected area planners in Africa.

A NEW PARTNERSHIP FOR PROGRESS AND PROSPERITY

One of the most exciting “policy” developments in a decade is the formation of NEPAD—the New Partnership for Africa’s Development. Created by the African Union, NEPAD is a strategic framework for achieving accelerated growth, sustainable development, the eradication of severe poverty and the halting of Africa’s marginalization in the global economy.



Fundamental to NEPAD’s policy is the need to practice sustainable agriculture and to conserve the environment. It’s a visionary yet responsible position—and it makes NEPAD the perfect partner for AWF.

Already, AWF and NEPAD have developed a joint “Aide Memoir” laying the foundation for future collaboration. The first test of this new relationship will be in aquaculture—with AWF lending its scientific expertise to NEPAD’s “Fish for All” initiative in the Zambezi Heartland—intended to spur the development of sustainable fisheries inland, on the coast and at sea.

AWF is honored to be participating at the highest levels of African multi-national cooperation. And proud to be part of this “New Partnership” for economic progress in Africa.

30,000 ELEPHANTS, THREE NATIONS, ONE STRATEGY

In the Zambezi Heartland, a herd of more than



30,000 elephants roams freely across the borders of three countries. They are the same elephants in Zambia and Zimbabwe as they are in Mozambique—yet they have not always been treated the same way. Management policies differ from country to country, and lessons learned in one nation have rarely applied in the next.

So for the last two years, AWF has been developing a framework that will harmonize the practices of the wildlife authorities of all three countries. Specifically, this means standardizing monitoring protocols so that elephants can be counted consistently no matter where they travel. It means creating consistent and sustainable policies on elephant hunting and population control. And it requires addressing human-wildlife conflict through agreed-upon approaches.

By working in harmony, all three nations will enjoy a far better grasp of the wildlife resources—and the responsibilities—they share.

STANDING UP FOR AFRICA IN THE U.S.A.

Sometimes the policy that AWF must help shape isn’t in Africa at all. As the largest sources of conservation funds on the planet, the policies of the United States and the Member States of the European Union towards African conversation are vitally important.

In the United States, however, those funds were threatening to dry up. The U.S. administration had requested budget cuts that would be deeply damaging to conservation in Africa. That’s when AWF took action.

We arranged for AWF Trustee and former President of Botswana, Sir Ketumile Masire, to travel to the U.S. to host a luncheon with U.S. Congressional delegates—

outlining for them what was at stake for wildlife, for Africa’s people and for the prestige and leadership of the United States. At the luncheon Sir Masire discussed in depth the linkages between biodiversity conservation, African people’s livelihood and their economic and political security with New Mexico Congressman Tom Udall—a staunch conservationist.

While AWF was far from the only factor influencing Congressional thinking, two weeks later AWF received some welcome news: the Congressional Subcommittee had restored the funds cut by the administration; and an amend-

“In the United States, funds for African conservation were threatening to dry up. The U.S. administration had requested budget cuts that would be deeply damaging to conservation in Africa. That’s when AWF took action”

ment sponsored by Congressman Udall actually increased the mammal and turtles conservation funds by several million dollars. It was an important reminder that not all of Africa’s conservation battles take place in Africa. And that AWF must always stand ready to defend conservation in Africa, in the United States and around the world.



SPECIAL FEATURE: MANYARA RANCH SCHOOL

Manyara Ranch School is the ultimate example of how, when we have vision, people AND wildlife can both win.

1 When AWF took over management of the Manyara Ranch in Tanzania, we got more than we bargained for. It was rich not only in wildlife, but in human life—thanks to a fully functional boarding school for Maasai children. ➔



2 Education is critical to lifting people out of poverty—and in the long run, it is good for conservation. But this particular school had serious problems. 800 children (with just 15 teachers) were crammed into a building designed for 400. In a crumbling, ramshackle structure—with no electricity—it was miserable at best, dangerous at worst.



3 Manyara Ranch occupies a key wildlife corridor, and that corridor went right through the school grounds—with wildlife wandering around the buildings at will. Tramping through the schoolyard may have been amusing for zebras, lions or elephants, but it was unsafe for the children.



4 AWF decided not just to rebuild the facility, but to move it out of harm's way. And on August 16, 2007, the doors to the new school were opened. And the children moved into their beautiful new facilities.

5 Today these schoolchildren are filled with gratitude to the generous donors who gave them a new home—and new hope.



45TH ANNIVERSARY CELEBRATES AFRICA

There was only one possible place to celebrate AWF's 45th anniversary. Not in Washington, D.C., where the organization was born, but in the land where we labor and that the majority of us call home. We simply had to hold our anniversary celebration in Africa.

So in October 2006, AWF held a gala event at the Serena Hotel in Nairobi, and everyone came: members of government, conservation partners, AWF staff and Trustees, and friends.

During her remarks, then Vice President for Program (now AWF President) Helen Gichohi made the announcement that the Kenyan government had approved the establishment of AWF headquarters in Nairobi. Special guest Amos Kiminya, Minister of Finance, observed that AWF's 45-year track record of success is partly due to the fact that Africans have always been a central part of its program—and he expressed that his government was honored to establish Kenya as the Headquarters for AWF's work throughout Africa.

Also present at the gala was Tanzania's former President, Benjamin Mkapa, and Botswana's former President, Sir Ketumile Masire, both of whom are AWF Trustees.

Ultimately, however, this was not a night to celebrate AWF. It was a night to celebrate Africa—to honor nearly five decades of conservation achievement by African scientists, politicians, community leaders, park rangers and wardens; to honor every person who has played a part in securing Africa's astonishing natural heritage.

NEW WEBSITE SPINS A POWERFUL STORY

More informative. More useful. More fun. AWF's newly redesigned website has more of everything—which is what it takes to keep up with the fast-growing online community.

In addition to sharper visuals—fresh videos, new maps, more photos—www.awf.org has a remarkable new feature giving you the power to choose the area where you want to help. Whether your passion is for a specific species (El-



ephants? Lions?) or for a particular place in Africa, you can now click on an "Action Opportunity" to find out how you can get involved.

In an increasingly online world, AWF is evolving an increasingly sophisticated online

presence—ensuring that the message of African conservation will continue to be top-of-mind for people everywhere.

USING THE POWER OF THE PODIUM

Thanks to the depth of their expertise, AWF staff are often in demand as speakers around the world. So it was no surprise to see Belgian primatologist Jef Dupain, AWF's Congo Heartland director, take the podium as a guest lecturer at the National Zoo in Washington, D.C. last June.

Jef spoke at length about the unique behavioral characteristics of bonobos. Having spent years on the ground in one of the most remote and politically unstable regions on earth, Jef's hands-on adventures in the Congo made him one of the world's leading authorities on the bonobo and a rare eyewitness to the events that

now threaten the survival of this gentle primate.

Wine for the reception was provided by Papio Wines, a valuable conservation partner that contributes a portion of its profits to AWF's mission.

JOINING THE SOCIAL NETWORK REVOLUTION

Facebook. MySpace. YouTube. They are terms no one had even heard of five years ago. Yet they are nothing less than a revolution in the way people relate to the world—and in the way they are learning about AWF.

These social networking sites form the basis for linking a new global community—and the speed at which a message can be spread virally through these platform is astonishing.

That's why AWF made it a high priority this year to establish pages on Facebook, MySpace, YouTube, and Care2.

Instead of targeting the public through standard media, social network sites allow the people to come to us, to engage of their own will, and develop their own passion for AWF—transforming casual observers into personal evangelists for African conservation.

They say that someday everyone will have a page on Facebook. Whether or not that's true, one fact is certain: AWF will be there to greet them.

CNN FINDS A REAL HERO AT AWF

AWF has always known that Eugène Rutagarama was a conservation hero. Now the world knows: thanks to his selection as a CNN Hero.

A series featuring ordinary people who do extraordinary deeds in areas ranging from the environment to civil rights, CNN Heroes showcased Eugène in the category of *Defending the Planet*. Viewers responded to the incredible story of Eugene's struggle to save mountain gorillas

from Rwandan genocide by voting him the best in his category. Eugène's CNN video has been shown repeatedly on multiple CNN channels and on www.cnn.com.



For years, Eugène braved land mines, armed checkpoints and worse to go behind the lines of Rwanda's civil

war, penetrating deep into the jungle to monitor the status of mountain gorillas, and negotiating for their safety with roving bands of gunmen and soldiers. His extraordinary dedication has made him a true inspiration to his colleague at AWF—and a real hero to the mountain gorillas, majestic creatures who truly needed a champion then. And now.

GROWING MEMBERS, BUILDING SUPPORT

As the challenge of conservation in Africa grows more complex, it is crucial that AWF members get what they need to stay informed. That's why AWF goes to great lengths to keep them abreast of our work, with a quarterly print newsletter, online newsletters, a fact-filled annual calendar, and 24-hour access to one of the most content-rich websites of any non-profit organization. Any time of the day or night, our members have the full scope of AWF's programs at their fingertips—the conservation work their generosity has made possible.

Through their gifts, this well-informed and motivated membership—now 80,000 strong—has doubled the funds AWF had available for conservation. Their donations range from \$5 to as much as \$100,000, and include legacy gifts from our most loyal and long-term members. In so many ways, AWF members are true partners—the most important partners we have.



Throughout these pages, you've read about the countless ways that AWF is helping the people of Africa to choose conservation. But you have a choice to make, too. And how you respond will make more of a difference than you can possibly imagine.

When you choose to contribute to AWF, you make it possible for us to expand our mission beyond the restrictions that usually apply to government grants. You give AWF the ability to respond to urgent needs, to move quickly when and where AWF is needed most.

For example, when you choose to contribute, you put forces on the ground to counter the latest mountain gorilla slayings. You put scientists in the field to track carnivores, and you build a bulwark of safety for the bonobo.

All across the African continent, people are choosing conservation. Thank you for joining them.

WAYS TO GIVE

CASH OR CREDIT CARD GIFTS

You can write a tax-deductible check or make a contribution by Visa, MasterCard, Discover or American Express. A monthly sustainer program is also available. Or go online and pledge an amount, and while you are there, shop in our online store or adopt an African animal, or apply for an AWF credit card. Visit www.awf.org.

GIFTS OF APPRECIATED SECURITIES

With this option, you receive a tax deduction for the fair market value of appreciated securities, avoiding all or part of your capital gains tax (please check with your financial advisor). Securities can easily be transferred electronically.

GIVING AT YOUR WORKPLACE.

If you work for a U.S. Federal Agency which participates in the Combined Federal Campaign (CFC #11219), Earth Share or United Way, you can contribute to AWF through payroll deductions. Also, many employers have matching gift programs, enabling you to double or even triple your contribution.

GIFTS HONORING A FRIEND OR FAMILY MEMBER.

A contribution to AWF is a fitting remembrance of birthdays, weddings, anniversaries and memorials—especially when it is accompanied by an AWF card notifying others of your gift.

BEQUESTS AND PLANNED GIFTS

You can provide for the future of Africa's wild-life while meeting personal estate and financial goals. Options include bequests and life income gifts as well as a beneficiary of your life insurance or IRA.

INDIVIDUALS AND COMPANIES outside of the U.S. and South Africa (or international givers) are especially encouraged to join and support AWF online at www.awf.org. Your giving on line helps us to save both paper and postage.

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AWF FINANCIAL STRENGTHS: INVESTMENTS FOR IMPACT

Financially, our 2007 Financial Year was one of the most successful years in AWF's history. Quite simply, we were able to deliver substantially more resources for conservation programs. A total of \$14.6 million was invested in conservation programs, or 83 percent of our total budget. \$11.4 million was invested in field-based conservation.

AWF's consistent growth and high levels of program investment earned our sixth consecutive designation as a Four-Star charity by Charity Navigator, the most frequently utilized charity rating service. Only 1 percent of the charities rated by Charity Navigator have achieved such a record of consistency.

The funding AWF is securing is diverse and well-balanced. Last year it included \$7.9 million in gifts and grants from individuals, \$2.6 million from corporate and foundation donors and \$1.8 million from legacy gifts. Both legacy gifts and a major endowment gift of \$1 million helped AWF build a responsible level of reserves.

Last year AWF's funding included \$6.0 million of public sector support from international donor agencies. This figure was a little lower than the previous year reflecting an overall decline in U.S. government grants available for international conservation work. However, we continue to be more and more successful in securing long-term funding from non-U.S. donors, notably those in Europe.

Our capacity to attract investment from international donors hinges on AWF's unique status as a highly effective not-for-profit organization headquartered in Africa. Our strong Africa-based staff—together with our abiding concern for connections between conservation and human welfare—make us an attractive contender for international support.

We could not do this without our increasingly international Board of Trustees. The growing representation of European and African citizens on our Board is matched by increasing support from organizations and individuals around the globe. Africa's wildlife resources are an asset deserving support from people and institutions throughout the world.

Growth in financial resources and financial stability is important to AWF's work. It is not an end in itself, however. Everyone at AWF—from program staff to accountants and fundraisers—is driven by a keen sense of mission. Our shared aim is to deliver maximum resources for field-based conservation efforts that have tangible results for people and wildlife.

Thank you for your enduring interest in the wildlife and wild lands of Africa. Together, we will continue to show that conservation can be undertaken in ways that both sustain wildlife and benefit people.



Gregg Mitchell
Vice President for
Philanthropy and Marketing

Joanna Elliott
Vice President for
Program Design and
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Jeff Chrisfield
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FINANCIAL HIGHLIGHTS

STATEMENT OF ACTIVITIES

For the year ending June 30, 2007, with comparative totals for 2006

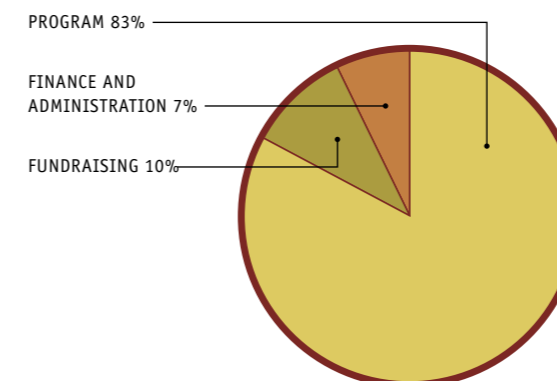
	2007	2006
CURRENT YEAR OPERATING REVENUES AND EXPENSES		
Revenue and support		
Gifts from individuals	\$ 7,906,558	\$ 6,363,234
Legacy gifts	1,807,454	1,081,465
Corporate and foundation support	2,619,033	2,762,400
Public sector support	5,996,351	6,935,750
Royalties, in-kind and other	1,799,906	2,794,333
Total revenue and support	20,129,302	19,937,182
Expenses		
<i>Program services:</i>		
Conservation programs	11,828,940	10,300,456
Public education	1,447,760	3,061,937
Membership programs	1,370,887	1,078,084
<i>Total program services</i>	<i>14,647,587</i>	<i>14,440,477</i>
<i>Supporting services:</i>		
Finance and administration	1,166,675	1,073,512
Fundraising	1,702,070	1,461,086
<i>Total supporting services</i>	<i>2,868,745</i>	<i>2,534,598</i>
Total expenses	17,516,332	16,975,075
Increase (Decrease) in net assets	2,612,970	2,962,107
Net assets at beginning of year	15,139,653	12,177,546
NET ASSETS AT END OF YEAR	\$17,752,623	\$15,139,653

STATEMENT OF FINANCIAL POSITION

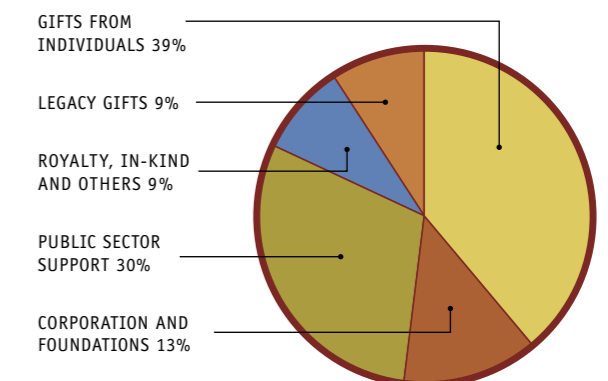
As of June 30, 2007

	2007	2006
ASSETS		
Cash and cash equivalents	\$ 1,639,411	\$1,784,886
Investments	11,107,612	7,313,877
Accounts receivable	214,183	182,476
Public sector grants receivable	714,853	1,200,412
Pledges receivable	4,087,142	4,256,239
Advances to partners	135,921	421,920
Prepaid expenses	156,613	540,272
Property and equipment	418,996	103,673
Office rental deposit	25,703	15,351
Beneficial interest in perpetual trust	509,903	464,085
Total assets	19,010,337	16,283,191
LIABILITIES		
Accounts payable and accrued expenses	471,201	504,952
Refundable advances	696,349	548,865
Annuities payable	90,164	89,721
Total liabilities	1,257,714	1,143,538
NET ASSETS		
Unrestricted	12,452,334	11,568,133
Temporarily restricted	3,027,974	2,713,339
Permanently restricted	2,272,315	858,181
Total net assets	17,752,623	15,139,653
TOTAL LIABILITIES AND NET ASSETS	\$19,010,337	\$16,283,191

TOTAL EXPENSES
\$17,516,332



TOTAL OPERATING REVENUES
\$20,129,302



THANK YOU FOR CHOOSING CONSERVATION

Our deepest appreciation to everyone who supported AWF during the period between July 1, 2006 and June 30, 2007. Thanks to your generosity, AWF is able to strengthen and extend its efforts to protect African wildlife and their habitats. While space does not allow us to list all donors, please know we are grateful to every friend of AWF.

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The Baobab Society honors those individuals who support the African Wildlife Foundation with annual gifts of \$1,000 to \$9,999. The baobab tree, a source of moisture, food and shelter to the inhabitants of Africa's arid plains, is an apt symbol for those individuals who sustain AWF's conservation efforts.

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