

A UNIQUE  
CONTINENT

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A DISTINCTIVE  
CONSERVATION  
VISION



AFRICAN WILDLIFE FOUNDATION®

*The African Wildlife Foundation (AWF) is the leading international conservation organization focused solely on Africa. From its inception in 1961, AWF has recognized that Africa's wildlife resources and wild landscapes are key to the future prosperity of Africa and its people. AWF believes that Africans are the ideal stewards of Africa's natural resources. With a staff that is more than 85 percent African, AWF is working hard to build the capacity of Africa's people and institutions to manage and protect the unparalleled biodiversity of Africa.*



AFRICAN WILDLIFE FOUNDATION®



MISSION STATEMENT

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

# CONSERVING *W*ILDLIFE

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From research, radio collaring and tracking, and data collection, hard science is the firm foundation of AWF's species conservation work. Whether they are studying wildlife migration patterns or conducting biological surveys of complex river systems, our scientists—most of them Africans—are the backbone of our efforts to ensure that Africa's wildlife survives for centuries to come.

Over the years, AWF has played a critical role in protecting mountain gorillas, and led international campaigns to stop the trade in ivory and rhino horn. Today our work to conserve gorillas, elephants, and rhinos continues and AWF is also helping to guarantee the future of Africa's great cats, the African wild dog, and a number of unique ungulate species. Additionally, AWF is leading the charge to save the bonobo or pygmy chimpanzee as it clings to survival deep in the forests of central Congo.



# PROTECTING LAND

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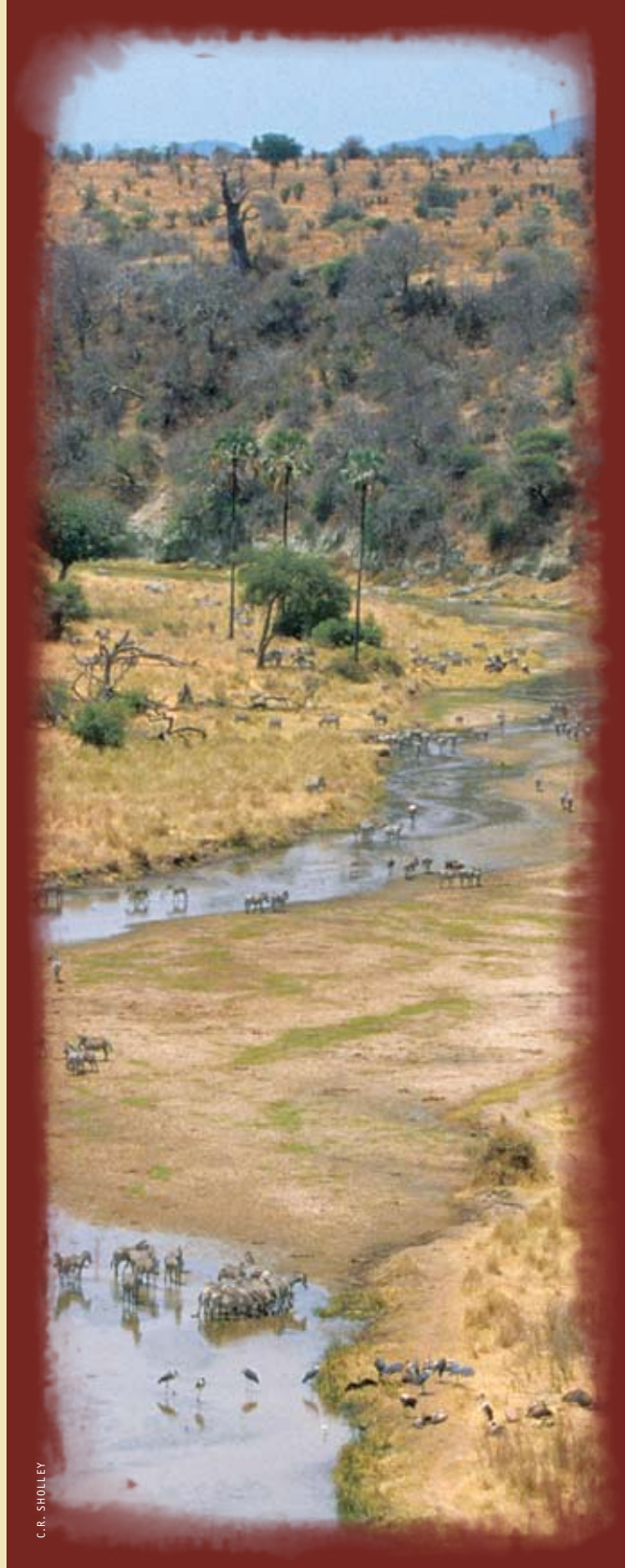
All of Africa's lands sustain life. But certain key landscapes are absolutely essential to conservation—thanks to their unmatched concentrations of wildlife, and their potential to sustain viable populations for centuries to come.

AWF has done the hard work of identifying those landscapes, and we call them the “African Heartlands.”

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

In an African Heartland, people and wildlife live side by side and the needs of both are balanced.

In an African Heartland, AWF works with stakeholders to design conservation strategies, create policies and practices, and pioneer projects that benefit all concerned.



# EMPOWERING *P* E O P L E

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AWF has always understood that Africa's greatest resource is its people—and AWF invests heavily in education and sustainable development so that Africans can lead in conserving their natural heritage.

From day one, AWF has worked to develop African conservation leaders— assisting capable young men and women educationally, financially and professionally. AWF has contributed to the education and training of hundreds of African conservationists. Many have gone on to play important roles as national park administrators, park wardens, rangers, researchers, and guides.

AWF also works with communities to create commercially viable enterprises that conserve habitat while improving the livelihoods of people. From ecotourism lodges to beekeeping to handicraft sales, Africa's people are finding ways to turn wildlife into economic engines— keys to prosperity for generations to come.



C. R. SHOLLEY

# ADVANCING AFRICA

The AWF Heartlands represent the core areas that are absolutely vital to conservation. When AWF creates a Heartland, it is as if we are drawing a line in the sand (or the savannah) that says, "These are the wildlife areas the world cannot afford to lose." Together with the people of Africa, AWF is working tirelessly to protect the wildlife and unfettered landscapes of the Heartlands.

With your help, we will make sure the Heartlands endure forever.

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## Congo Heartland



Lush rainforests and riverbanks give shelter to the fascinating bonobo—the most human-like of all the primates. In the last 20 years, civil war and rampant poaching cut their numbers in half—but recent conservation efforts are beginning to make a difference.

## Virunga Heartland

This region of volcanic highlands and afro-montane forest is home to the last 700 mountain gorillas in the world. Thanks to AWF and its partners in the International Gorilla Conservation Program, these rare gorillas are showing signs of a modest comeback.



## Maasai Steppe Heartland



In this land of rolling savannah and abundant wildlife, AWF has helped the women of Esilalei create a cultural "boma"—a traditional village offering lifestyle exhibits and the sale of Maasai handicrafts. Here, conservation and economic development go hand in hand.

## Kazungula Heartland

With its prime location near the Okavango Delta and the Morerni Game Reserve, the Santawani is a magnificent tourist destination. Better yet, this AWF-sponsored resort is owned by a local 400-household trust which uses the proceeds for community development—including desperately needed AIDS orphanages.



## Samburu Heartland

Located just north of the equator in the rain-shadow of Mt. Kenya, this Heartland is the home of the endangered Grevy's zebra. Here, AWF is conducting intensive research to monitor the zebras and protect their habitats in the face of growing human settlement.



## Kilimanjaro Heartland

Working in the shadow of majestic Mt. Kilimanjaro, AWF elephant researcher Alfred Kikoti has successfully fitted Global Positioning System (GPS) collars on six elephants—enabling us to identify key "movement corridors" that must be preserved in spite of expanding human populations.



## Zambezi Heartland

Here, one of Africa's largest elephant populations roams a landscape that crosses the boundaries of three nations. Through aerial surveys and workshops with multi-national participants, AWF has created a historic first: a trans-national management plan that treats the landscape as a unified whole.



## Limpopo Heartland



Long neglected and suffering from almost total lack of capacity for wildlife management, Mozambique's Banhine National Park is now on the road to recovery—thanks to infrastructure development by AWF and the construction of an international research center.





**AFRICAN WILDLIFE FOUNDATION®**

**www.awf.org**

AWF does not work alone. AWF has many partners and is proud to collaborate with all those who share our vision about conserving the uniqueness of Africa.

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