



AFRICAN WILDLIFE FOUNDATION®

[www.awf.org](http://www.awf.org)



## About the African Wildlife Foundation

**T**he African Wildlife Foundation (AWF) is the leading international conservation organization focused solely on the African continent. Since its inception in 1961, AWF has recognized that Africa's wildlife, resources and ecosystems are critical to the future prosperity of Africa and its people.

### Our Mission

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

### Our Vision: Focus Africa

AWF is deeply rooted in Africa. We strongly believe that Africans are the greatest stewards of their land and natural resources. After all, they live on the land we strive to protect, keeping them in touch with both its potential and its challenges. To that end, a key part of our conservation strategy – and our success – is involving, training, equipping and employing Africans to help us protect Africa's natural heritage.

### Our History

In 1961, the African Wildlife Foundation was founded by a group of people with a passion for Africa who had a desire to promote leadership in African conservation. Since then, AWF has played a major role in Africa's conservation.

For more than 45 years, AWF has:

- Played a major role in ensuring the continued existence of some of Africa's most rare and treasured species such as elephants, mountain gorillas, rhinoceros and cheetahs;
- Invested training and resources in African individuals and institutions that have gone on to play critical roles in conservation;
- Significantly increased scientific understanding of Africa's ecosystems through research and has applied these findings to real-life conservation efforts
- Pioneered the use of community conservation enterprises to demonstrate that wildlife and people can thrive side by side; and
- Provided crucial assistance to national parks and reserves and promoted international cooperation to protect important sites and populations that stretch across national boundaries.



**In 1998, AWF ushered in a new era in conservation with the formalization of its African Heartlands Program.**





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## Our Approach to Conservation

AWF believes that a continent as unique as Africa requires a unique approach to conservation. It is simply not enough to develop initiatives to protect single species or conserve individual pieces of land. We must look at the whole picture. How do people and wildlife live together and how do they clash? How will the well-being of local people be affected by conservation efforts?

At AWF, we approach all of our work at the “landscape level”. That is to say, we look at large landscapes and within these landscapes we implement a variety of efforts that conserve land, protect species and empower people. We call this the African Heartlands Program and it guides all our work throughout Africa.

## Our Team



The AWF team is our most valuable asset.

- **Our Staff.** AWF’s staff is primarily African – more than 85 percent, in fact. Our staff is highly trained and passionate about African conservation.
- **Our Board.** AWF’s Board of Trustees is diverse and includes prominent Africans and two former African presidents.
- **Our Partners.** AWF’s mission could not be accomplished alone. We work with partners around the world to mobilize resources, design strategies and implement programs.



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