





*F*or 50 years the African Wildlife Foundation (AWF) has worked with the people of Africa to ensure that the continent's wildlife and wild lands endure forever. Today, in a rapidly modernizing Africa, our mission remains the same, but the threats to wildlife are more varied and the challenges more complex. To secure the future, AWF must continue to adapt, innovate, and evolve our conservation programs. We must work to negotiate a place for wildlife in the future of Africa.

A savanna landscape at sunset. In the foreground, a lioness stands in profile, looking towards the right. In the background, a herd of animals, including a zebra and several wildebeest, are grazing. A single acacia tree stands on the left side of the frame. The sky is a warm, golden color, and the overall scene is bathed in the light of the setting sun.

*That which is good is never finished.*  
— African proverb

*Through the Heartland Program, AWF identifies, plans, and invests in conservation landscapes that host large populations of wildlife and are areas of exceptional natural beauty. These are the places where we believe Africa's wildlife can continue to exist for many generations into the future.*

*[ Carnivores such as this lioness need vast stretches of land to hunt. ]*



*1 Our African Heartlands*

Large ecosystems of incomparable natural value, the African Heartlands reach across state, private, and community lands.

*3 Land and Habitat*

Working both deep within and far beyond national parks and game reserves, AWF is broadening the boundaries of conservation.

*9 Conservation Science*

There is a science to saving bonobos, elephants, mountain gorillas, rhinoceros, and all of Africa's wildlife.

*13 Rating Our Success*

How does AWF score? Even in uncertain times, AWF advances in three categories of impact.

*15 Conservation Enterprise*

Through community-run businesses that advance conservation, AWF is leaving both wildlife and people better off.

*21 Education and Capacity*

A founding tenet, education and capacity building have defined and continue to extend AWF's reach.

*23 50-Year Timeline*

A Golden Year: AWF reviews five decades of conservation impact in Africa.

*27 Conservation Policy*

It all starts with good policy: AWF pushes local, national, and international lawmakers to get it right.

*29 Financial Strength*

*31 The Next 50 Years*

By Patrick J. Bergin, AWF CEO

*33 Progression Through Partnerships*

*35 50 Years of Leadership*

A look back at AWF's historical founders and Board of Trustees.

*43 Ways to Give*

# AFRICA'S Heartlands

The African Heartlands are ecosystems of incomparable natural value extending across state, private, and community lands. These priority landscapes have the potential to conserve viable populations of wildlife for the benefit of communities, local and national governments, and the world. AWF Heartlands are great swaths of land that include parkland and private land, communal areas, and even villages. In each Heartland, AWF works with all interested residents and groups to manage and conserve the whole Heartland. Each Heartland then becomes an engine of ecological and economic benefit to the region and to the world.

**1 REGIONAL PARC W**  
BENIN, NIGER, BURKINA FASO  
West African savanna and steppe landscape  
Area: 46,890 km<sup>2</sup>

**2 CONGO HEARTLAND**  
DEMOCRATIC REPUBLIC OF CONGO  
Dense equatorial forests bordering  
Africa's greatest river  
Area: 70,872 km<sup>2</sup>

**3 VIRUNGA HEARTLAND**  
DEMOCRATIC REPUBLIC OF CONGO,  
RWANDA, UGANDA  
Mountain gorillas and their  
forested habitat at risk  
Area: 7,655 km<sup>2</sup>

**4 KAZUNGULA HEARTLAND**  
BOTSWANA, NAMIBIA, ZAMBIA, ZIMBABWE  
Wilderness area surrounding Victoria Falls  
Area: 86,476 km<sup>2</sup>

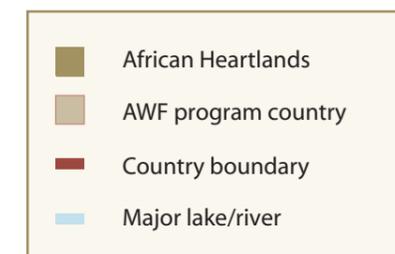
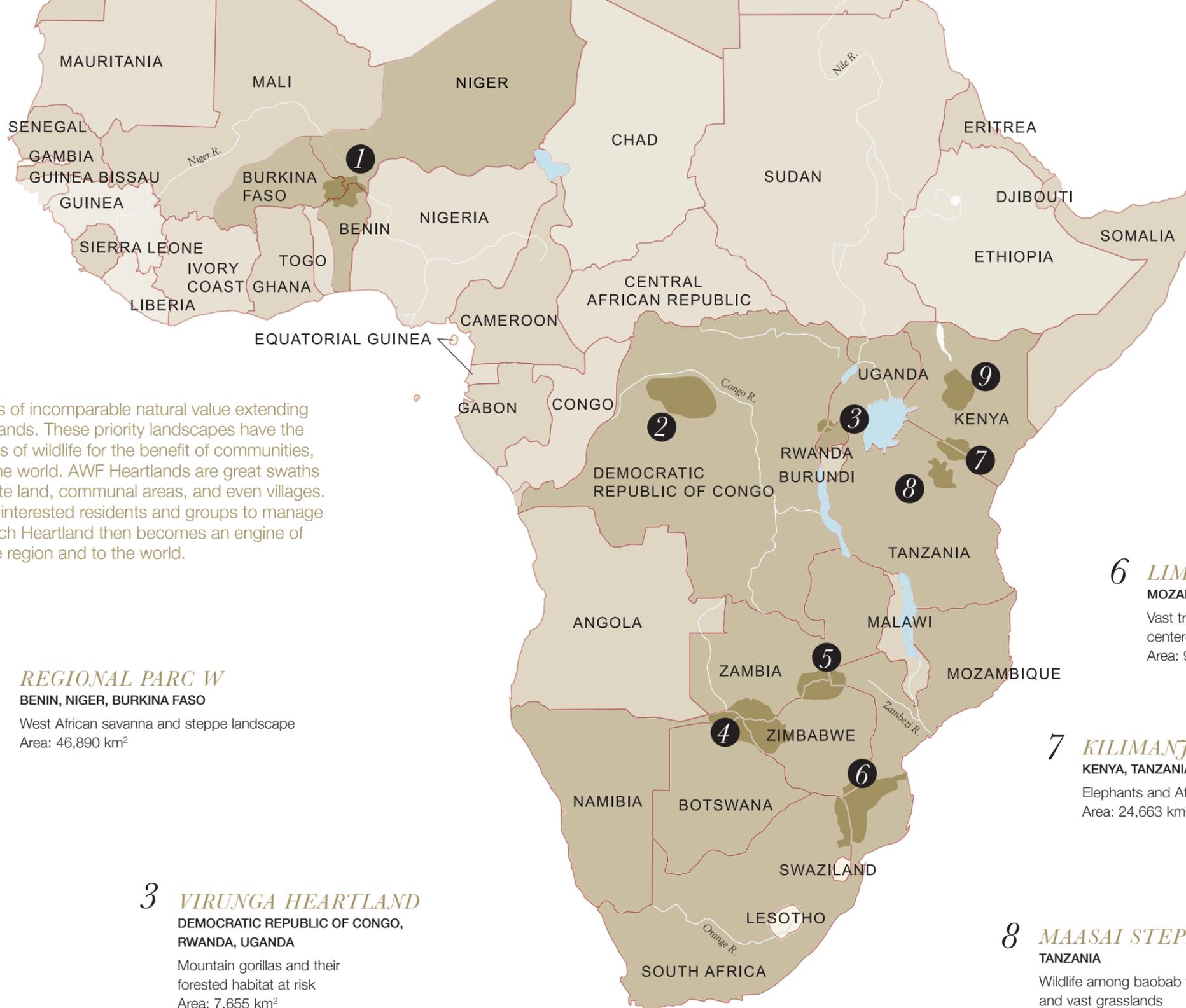
**5 ZAMBEZI HEARTLAND**  
MOZAMBIQUE, ZAMBIA, ZIMBABWE  
The mighty river of southern Africa  
Area: 47,721 km<sup>2</sup>

**9 SAMBURU HEARTLAND**  
KENYA  
The heart of Kenya  
Area: 26,134 km<sup>2</sup>

**6 LIMPOPO HEARTLAND**  
MOZAMBIQUE, SOUTH AFRICA, ZIMBABWE  
Vast transboundary landscape  
centered on the Limpopo River  
Area: 95,624 km<sup>2</sup>

**7 KILIMANJARO HEARTLAND**  
KENYA, TANZANIA  
Elephants and Africa's highest peak  
Area: 24,663 km<sup>2</sup>

**8 MAASAI STEPPE HEARTLAND**  
TANZANIA  
Wildlife among baobab trees  
and vast grasslands  
Area: 22,233 km<sup>2</sup>



# Land and Habitat Conservation

*Conserving existing “anchors”—national parks and game reserves—is essential but not sufficient for ensuring that Africa’s wildlife will endure. AWF works with the communities outside and between these areas, protecting corridors and dispersal routes. Partnering with governments, local villages, private sector partners, and national parks, AWF broadens the boundaries of protection by using innovative approaches, such as engaging in land-use planning, creating private land trusts, and signing agreements with landowners to ensure sustainable management of land.*

## Opening of the Sekute Corridor

Elephant conservation across Africa is not a one-size-fits-all endeavor. In some places, elephant populations are still struggling to rebound after being nearly wiped out by poachers; in other places, elephant populations benefiting from strong conservation management are in need of added space and resources. In the Kazungula Heartland, for example, home to the largest population of elephants on earth (about 135,000), AWF is developing strategies that give burgeoning elephant populations in Botswana the ability to move north into open habitat in Zambia.

Just west of Victoria Falls (called “Mosi-oa-Tunya” on the Zambian side), AWF has established the Sekute Conservation Area in partnership with the Sekute Chiefdom. In addition to helping the people of Sekute form a trust in which they hold their land and designate a 50,000-acre conservancy, AWF has identified two elephant corridors within the Chiefdom. Protection of the corridors and conservancy will allow the region’s elephants to swim across the Zambezi River and use the habitat and food on both sides of the river. AWF is now supporting an integrated strategy across the Sekute Conservation Area that includes developing enterprises that attract visitors and bring economic benefits to the region’s people.

*[ Part of the Zambezi River system, these great falls straddle the border of Zambia and Zimbabwe and are known as “Mosi-oa-Tunya” (“the Smoke that Thunders”) on the Zambian side and “Victoria Falls” on the Zimbabwean side. ]*



“Many of us take for granted our children’s access to primary school; but to families living in areas without basic services like electricity or plumbing, a chance to educate their kids is a chance at a better future.”

school; but to families living in areas without basic services like electricity or plumbing, a chance to educate their kids is a chance at a better future.

The conservancy was created to give the world’s largest pachyderm population much-needed space and resources to thrive.

AWF will next bring jobs and added conservation value to Sekute through a tourism venture that showcases the region’s abundant wildlife, as well as its spectacular locale on the Zambezi River.

[ Left: The Sekute Conservation Area will give the region’s burgeoning elephant population open habitat to move into. ]

[ Bottom left: Built by AWF, this modern facility serves children previously schooled in an old dilapidated mud structure. ]

[ Below: Community dancers entertain attendees of the Lupani Primary School opening. ]

## Lupani School

Just as the people of the Sekute Chiefdom are investing in conservation, AWF is investing in the people of the area, and helping them to build a better future.

As a first step, AWF is bolstering one thing research shows can make all the difference in alleviating poverty—educational opportunity.

In partnership with the Sekute Community Development Trust, AWF has rebuilt the area’s only primary school. Once a dilapidated mud structure with thatched walls and a collapsing roof, the Lupani School has been transformed into a modern facility with six classrooms, several offices, and new teacher housing. AWF and the Trust built the school and provided needed furniture and amenities. For its part, the Zambian government will pay the teacher’s salaries and maintain the school’s facilities. This way, children will have a safe, well-equipped place to learn in an environment sustained through partnership. Families, in turn, will have a stake in the success of programs that conserve wildlife.

Many of us take for granted our children’s access to primary



# BONOBOS

## in Lomako

## Dispatches

One of the least known great apes, bonobos are found only in the remote forests of the Democratic Republic of Congo (DRC) in an area where slash-and-burn agriculture and bush-meat hunting are an ever-present threat to their survival.

Thanks to Resident Researcher Amy Cobden at AWF's Lomako Conservation Science Center, AWF is expanding the world's knowledge of bonobos while helping to bring economic opportunity to the people who share the forests where bonobos live. Cobden is collecting behavioral data and fecal and urine samples for hormonal analysis on a group of wild bonobos living in the Lomako-Yokokala-Faunal Reserve, a protected area AWF helped DRC wildlife authorities gazette several years ago. She is also habituating the animals, a technique whereby researchers acclimate these primates to gradually



[ Above: More than 900 bonobos are found in these forests. ]



build their comfort with the presence of humans.

The rewards of protecting bonobos and their habitat are high—one of human being's closest relatives, the bonobo plays a critical role in maintaining the structure of the forest ecosystem, and this great ape is a valuable resource that is the key to bringing greater economic benefit to the people of the region.

This work is an exciting addition to AWF's portfolio of activities in the Congo Heartland. According to an AWF large mammal survey, the Lomako-Yokokala-Faunal Reserve alone is home to some 910 bonobos. Protecting this important population is a top priority and is already laying the groundwork for AWF's efforts to protect more bonobo habitat just southeast of the reserve.

## Bringing Carbon to Market

Taking advantage of emerging global standards, AWF launched two "carbon offset" programs. With funding from the Norwegian Government, a pilot carbon offset project in the Kolo Hills Forest Reserve in Tanzania has been established, and with support from the Royal Netherlands Embassy of Kenya, a carbon easement pilot project at Imbirikani Group Ranch is underway. The participating communities are working with AWF to create a plan to keep the forests they live near intact. The sequestered carbon will then be quantified and packaged as a financial product that can be purchased by governments, organizations, or individuals seeking to offset their own carbon footprint. Working with its community partners, AWF is currently seeking funding to bring the carbon offsets to market.

[ Carbon offset projects help counter the effects of climate change in Africa and elsewhere. ]



## Kilitome

### THREE CONSERVANCIES FORMED THROUGH AWF'S INNOVATIVE LEASING PROGRAM

Once a small plot of land owned by Daniel P. Pasha, parcel number 2993 in the Kilitome Conservancy is now something much more. It is part of a 6,000-acre community-run conservancy formed through AWF's Leasing Land for Conservation Program. It is a key link that is recreating an historic movement corridor for elephants, lions, and other wildlife moving east from Amboseli National Park to Chyulu Hills National Park. And it is the site of Tawi Lodge, a conservation tourism enterprise that will bring much needed income to Pasha and his neighbors and offer wildlife lovers a new venue to experience the Amboseli region's famed wildlife.

Through a special leasing arrangement, Pasha, with 98 other Maasai of southern Kenya, set aside his land for conservation and is safeguarding it against poaching, subdivision, and other activities that degrade habitat. AWF, in turn, pays the landowners a fee for every acre conserved. AWF is also managing wildlife monitoring and conservation activities on the Kilitome Conservancy.



[ Above top: Community members sign on the dotted line. ]

[ Above: Owners of the Kilitome Conservancy area display their official lease documents. ]

[ Left: The majestic Tawi lodge sits at the foot of Mount Kilimanjaro in AWF's Kilimanjaro Heartland. ]



Tawi Lodge is minutes from the eastern entrance to Amboseli National Park, at the foot of Mount Kilimanjaro. The lodge fees each guest pays go directly toward supporting the Kilitome Conservancy which, in turn, generates income for the conservancy's community members. Guests enjoy amazing game viewing from the lodge: elephants, giraffes, gazelles, and zebra are daily visitors to the Conservancy, often browsing on thorn bushes and other plants that are once again growing nearby.

The Kilitome Conservancy is the first community-owned conservancy established through AWF's Leasing Land for Conservation Program. AWF has since helped landowners in the neighboring Osupuko area set aside 3,000 acres and is also working with the Maasai in the Nailipu area to set aside an additional 4,200 acres. One of AWF's newest programs, Leasing Land for Conservation has secured 13,000 acres for conservation and with your support in the coming years will protect thousands more.

*AWF's species conservation programs are part of a large-landscape conservation strategy under which scientific data informs plans of action. We focus on applied research that reduces threats and emphasizes the conservation of species that are integral to ecosystem processes, serve as proxies for ecosystem health, are critically endangered by poaching and illegal trade, or have been largely neglected in conservation plans.*



ELEPHANTS MADE LONG-  
RANGE MOVEMENTS  
OUTSIDE THE PARK INTO  
AREAS BEING PROTECTED  
WITH THE HELP OF AWF  
AND OTHERS.



To carry out a national census of a human population officials need legions of workers, hefty financial resources, and the cooperation of people young and old. A wildlife count similarly requires an expert team and a sizable financial investment, but the subjects are a lot less cooperative. So why do it at all? A wildlife census determines three things: the abundance and distribution of wildlife species, the trend in species numbers compared with past counts, and the impact of human activities within an ecosystem. This information is used to identify wildlife threats and design conservation activities that mitigate these threats. Conducting our work without knowing where wildlife goes and the obstacles it faces would be like driving a car with our eyes closed.

In 2010, AWF joined a historic transboundary wildlife census conducted by national park authorities in Kenya and Tanzania in an area that roughly overlays AWF's Kilimanjaro Heartland. Coming after a severe and prolonged drought, the timing of the census left many experts fearing the worst. And the news was not great on important fronts. The area's large grazing herbivores, which need abundant and healthy pasture, incurred steep losses. The livestock population also plummeted, seriously affecting the livelihoods of the region's people. But there was encouraging news, too. The famed elephant population of Amboseli National Park remained relatively stable, at about 1,420 individuals. While continuing to rely on Amboseli National Park, elephants made long-range movements outside the park into areas protected with the help of AWF and others. And today, the wildebeest and zebra populations, which declined, are rebounding thanks to the conservation efforts that are protecting these ungulates' migration routes and habitat.

[ Elephants in the Amboseli region are benefiting from large-landscape conservation programs by AWF and others. ]



 Learn the full results of this historic transboundary wildlife census at [awf.org/amboselicensus](http://awf.org/amboselicensus)



# Counting All Gorillas

## Good-News Numbers

For eight weeks last March-April, six international teams of 72 people from the Democratic Republic of Congo (DRC), Rwanda, and Uganda meticulously documented the number of mountain gorillas in the Virunga massif, an area that includes Parc National des Virunga in the DRC, Volcanoes National Park in Rwanda, and Mgahinga Gorilla National Park in Uganda. Their findings? The Virunga mountain gorilla population increased more than 26 percent since 2004! Today, a total of 480 mountain gorillas are found in the Virunga massif.

"The Virunga gorilla population has made an absolutely remarkable recovery from the approximately 220 individuals that existed only three decades ago. This recovery is due to the unyielding collaborative efforts of many organizations and institutions in the DRC, Rwanda, and Uganda," said Dr. Augustin Basabose, Coordinator of Species at the International Gorilla Conservation Programme.

The only other location where mountain gorillas exist is Bwindi Impenetrable National Park in

Uganda. Along with the 302 mountain gorillas censused in Bwindi in 2006 and four orphaned mountain gorillas in a sanctuary in DRC, **this brings the total world population of mountain gorillas to 786 individuals.**

**AWF is proud to be part of this ongoing trans-boundary success story.**

The census was conducted by the protected area authorities in the three countries where the Virunga mountain gorillas live. AWF played a lead role through the International Gorilla Conservation Programme (a coalition of AWF, Fauna and Flora International, and the World Wide Fund for Nature).



# RAISING RHINOS

**Two new rhino calves in Zambia help grow the population.**



After all but one of Zambia's white rhinos were slain by poachers, AWF helped the Zambia Wildlife Authority settle four new white rhinos into Mosi-oa-Tunya National Park. This year two of the rhinos, Jessie and Nellie, each gave birth, reaffirming AWF's rhino protection work must remain a top priority.

Jessie's calf is named Sepo, which means "hope." Nellie's calf, Lana, is named in honor of AWF's president—a variant of the name "Helen," Lana translates as "light." The calves are both thriving.

Not so for other rhino populations. Motivated by greed and false beliefs about the medicinal power of rhino horn, poachers in the past six months alone have brutally killed hundreds of rhinos across Africa. At just 3,000 individuals, the black rhino population hovers on the very brink of extinction. The rhinos of Mosi-oa-Tunya remind us of the power and resilience of the species, and that AWF's rhino protection work must remain a top priority.



[ Armed scouts protect a white rhino in Zambia. ]

# Saving the Leopard

Leopards are secretive and elusive. Pound for pound, they are the strongest climber of the large cats and capable of killing prey larger than themselves. Their nocturnal nature makes it challenging and especially dangerous to track and study this predator. For this reason, scientist Nakedi Maputla, head of AWF's Leopards of the Kruger project, is using camera traps to photograph the leopards in their natural habitat. The cameras are placed where tracks or other evidence of leopard

activity are found and automatically photograph animals passing by. After downloading and analyzing the photos, Maputla identifies the individual leopards by their spot patterns and other characteristic markings, such as whisker patterns and scars. Covering eight sites of approximately 3,200 square kilometers, Maputla's project is detecting trends in the lifestyles of the Kruger's leopard population and designing conservation strategies that target this great cat.



[ An apex predator, the leopard helps keep the ecosystem in balance. ]

# Large Carnivore... Breaking the predatory cycle

It's a vicious cycle: lions or other large predators venture out of protected areas and attack vulnerable livestock. People angered by the predation retaliate by poisoning or spearing the suspected offenders. In areas where lions and leopards share habitat with livestock, such retaliatory killings are one of the greatest threats to these species' survival. In the Heartlands, AWF is working on solutions that keep both livestock and predators safe.

**Constructing predator-proof bomas.** AWF is working with local villagers to protect their herds by reinforcing the bomas with special fencing. This practical measure is making a big difference—minimizing both predator deaths and the livestock losses that spur retaliatory attacks.

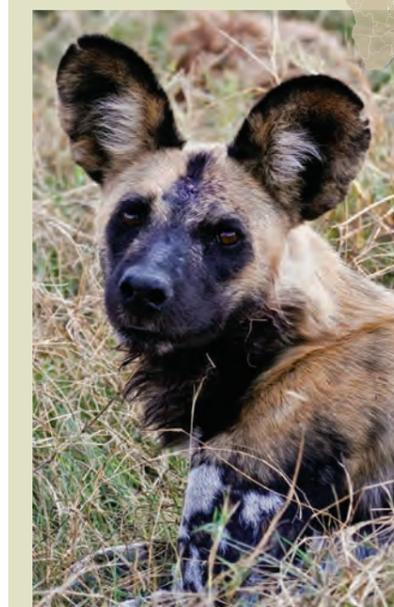
**Improving livestock security.** AWF is also promoting improvements in herding practices, educating communities about the habits of lions and other predators, and helping to develop warning systems that alert people when predators are near.

**Partnering with local leaders to expand conservancies.** AWF is working with local communities to identify opportunities to lease critical lands to conserve wildlife corridors and dispersal areas, generating income for landholders and recognizing the importance land resources hold for both people and wildlife.



# Human Wildlife-Conflict

Africa's great cats are not the only species being threatened by human-wildlife conflict. From elephants raiding crops in Zambia, to mountain gorillas in Uganda venturing into park buffer zones, to wild dogs in Kenya preying on livestock, the problem of human-wildlife conflict is widespread. In each Heartland AWF reduces such conflict through inclusive and community-driven land-use planning programs that ensure wildlife has enough space and resources, and that it exists for the benefit of people; ongoing education programs that increase people's understanding of wildlife and build knowledge about the long-term benefits of biodiversity and conservation; and enterprise programs that give people an alternative to activities that destroy wildlife and habitat.



[ The wild dog is often a victim of poisoning by humans. ]

# RATING OUR SUCCESS

AWF's Performance and Impact Assessment (PIMA) is an essential management tool that contains a set of carefully selected and regularly implemented measures to provide an objective assessment of our performance and impact

to date. We measure our performance and impact according to AWF's strategic program areas: land and habitat protection, species conservation, conservation enterprise, and capacity and leadership building. Each year, we compile these results in

the PIMA Scorecard. We also tally an annual Statement of Impact that provides a cumulative measure of AWF's impact on wildlife, wild lands, and people.

Learn more about how AWF rates its work at [awf.org/PIMA](http://awf.org/PIMA)



## Year-Over-Year Results

Despite the challenging economic climate, AWF in FY2010 saw performance improvements in three areas: the number of acres of land under improved conservation management; financial benefits flowing from AWF-supported businesses to communities; and most dramatically, the number of community members benefiting from training programs in sustainable agriculture, water sanitation and resource management, and other conservation-related activities.

### Land and Habitat

- National parks & reserves strengthened
- Community land/public areas conserved with AWF support
- Private lands secured by acquisition, lease, or easement
- Wildlife corridors/special sites conserved with AWF support

### Conservation Enterprise

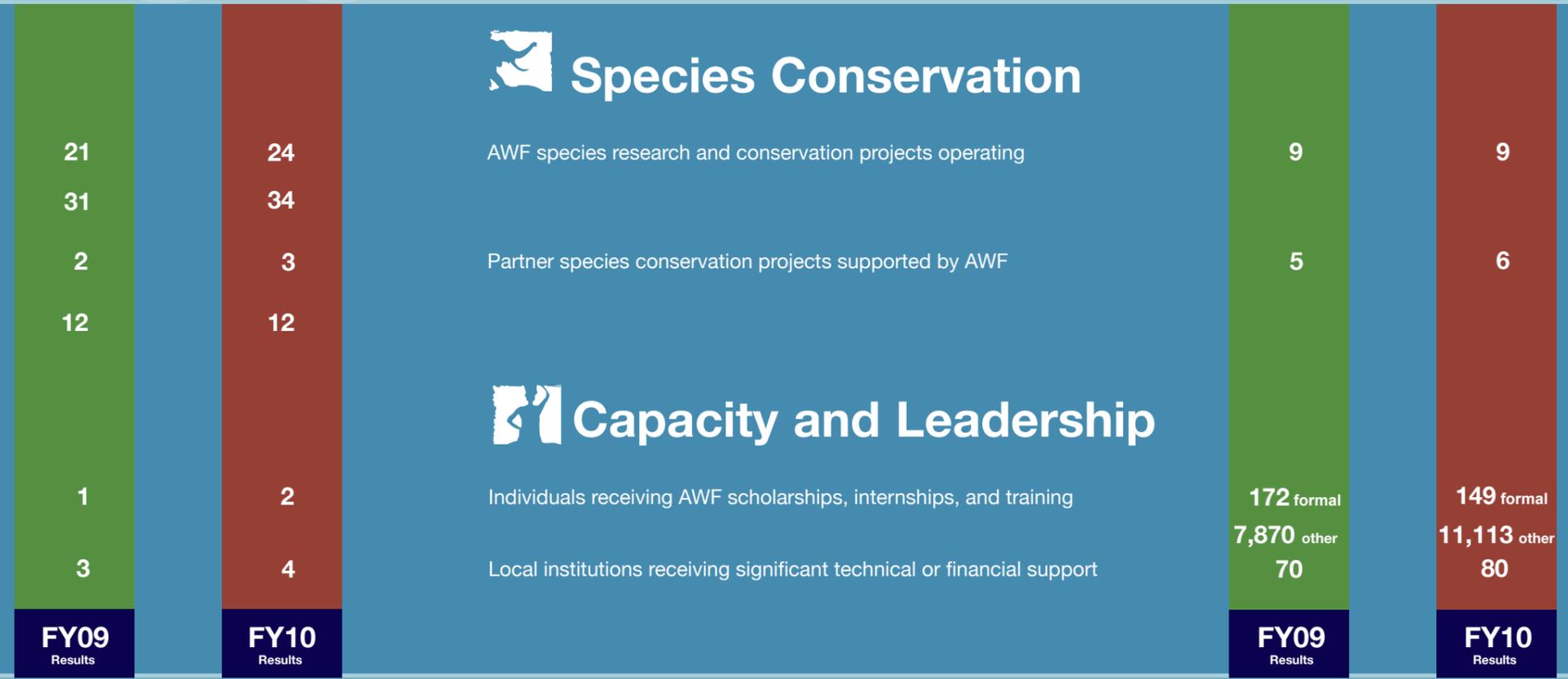
- Tourism enterprise projects opening for business
- Nontourism enterprise projects opening for business

### Species Conservation

- AWF species research and conservation projects operating
- Partner species conservation projects supported by AWF

### Capacity and Leadership

- Individuals receiving AWF scholarships, internships, and training
- Local institutions receiving significant technical or financial support



## STATEMENT OF IMPACT 2009-2010



# MANYARA TENTED CAMP

*Giving back to the people*

## Conservation Enterprise

*AWF endorses a simple tenet—all of our projects must leave both wildlife and people better off. Our portfolio of conservation enterprises—commercial activities that link economic benefits to conservation outcomes—do just that. From a few hundred thousand dollars a decade ago, AWF's 30+ conservation enterprises today are generating millions of dollars in direct financial benefit to communities. And part of every dollar earned is reinvested in the landscapes and wildlife AWF protects.*

**Manyara Tented Camp will be instrumental in further transforming one of AWF's flagship conservation landscapes.**

Manyara Ranch is AWF's flagship project in the Maasai Steppe Heartland. A paradigm of mixed-use planning, the 45,000-acre (18,210-hectare) ranch functionally connects Lake Manyara and Tarangire National Parks, giving wildlife the freedom to move seasonally between these important protected areas. Through its long work on Manyara Ranch AWF has generated new jobs, improved livestock production opportunities, and relocated and rebuilt a much improved school for young Maasai.

In the most recent development, AWF has supported the establishment of the new Manyara Tented Camp—a conservation enterprise which will help sustain conservation work in and around the ranch. A haven for wildlife moving between the parks and protected game areas surrounding Manyara Ranch, the Tented Camp and Conservancy will be instrumental in further transforming this conservation landscape into a wildlife destination that will complement neighboring parks and showcase the true wonders of Tanzania's wild areas.

The Tented Camp offers visitors unique and exclusive opportunities to experience the wildlife and culture in a very special wilderness area. Guests enjoy an authentic safari experience with modern luxuries. With outstanding safari guides, travelers can enjoy traditional game drives, as well as walks throughout the Conservancy.

With active protection, the Conservancy has become a haven for wildlife moving between the parks and protected game areas surrounding Manyara Ranch. In the future, the Conservancy hopes to implement opportunities that will allow AWF staff and other scientists to conduct research projects within the Conservancy Area.

[Right: A room at the Conservancy's intimate tented camp.]

Learn more about Manyara Ranch Conservancy's luxury safari camp at [awf.org/mrconservancy](http://awf.org/mrconservancy)



[ The Manyara Tented Camp gives visitors a new view of the Tarangire–Lake Manyara wildlife corridor. ]



# PUSHING UP THE CONGO

In the Democratic Republic of the Congo, years of civil war destroyed the infrastructure that allowed farmers along the banks of the Congo and Maringa rivers to bring their crops to market. Desperate farmers and residents fled deeper into the forest in search of food, causing great destruction to the forests. Locals even began hunting bonobos in search of meat, taking a huge toll on the population of this threatened species.

To help farmers return to their fields—and, therefore, lessen their impact on the forests—AWF has helped initiate the return of large-scale trade to the Congo and Maringa rivers. Now, farmers have a reason to farm again, giving the bonobos a break.

The SOIL (Sustainable Opportunities Improving Livelihoods) Project aims to increase household well-being by providing alternative economically-sustainable livelihoods that lessen the negative environmental impacts of current livelihood strategies, such as forest conversion and degradation.

The United States Agency for International Development (USAID) provided AWF with a boat, consisting of a pusher and a barge with a capacity of 250 tons, to help in the movement and shipment of agricultural goods from the forest landscape to the DRC's main markets in Kinshasa and Mbandaka. To increase profitability, another barge with a 350-ton capacity was added to allow the boat to carry 600 tons of products from the landscape. The boat is delivering much-needed supplies and transporting farmers' agricultural goods to market for the first time in years. Communities who sign the agreement with AWF are able to sell their locally grown produce at a good price, and the population is seeing an increased income. In time, the return of river transport will help farmers re-establish their livelihoods, while reducing the destruction to local forests and wildlife.

Watch a video on AWF's agricultural work in Congo at [awf.org/congoagriculture](http://awf.org/congoagriculture)



[ With a USAID-donated barge, AWF is helping to reintroduce agricultural trade on the Congo River. ]

[ Renewed trade in fresh fruits and vegetables will alleviate pressure on forests. ]

# LIFE on the Zambezi



**F**ishing is a way of life along the Zambezi River and one of the few ways people can make a living in the Lower Zambezi Valley. The result? Constant competition between fishermen, crocodiles, and other predators, and an ever-exploited natural resource. The situation is so dire that countries like Zambia have prohibited fishing during certain months. While good for the river's wildlife and the area's riparian vegetation, this leaves people already experiencing hardship without a way to feed their families or earn a living.

[ Above: One of the species targeted for production at the Inyambo fish farm is the Mozambique tilapia (*Oreochromis mossambicus*), native to coastal regions and the lower reaches of rivers in southern Africa, from the Zambezi River delta to Bushman River in the eastern Cape. ]

AWF in partnership with the Inyambo community in southwestern Zambia is ushering in a new enterprise solution: aquaculture, or the cultivating and farming of fish for food. This past year AWF began construction on the Inyambo fish farm, a commercial aquaculture venture that will be run by and serve the communities who live on the Lower Zambezi River.

Nearing completion, the project is now being equipped and stocked. The Inyambo fish farm is among

AWF's most forward-thinking projects. Scientists say that in the years ahead such facilities will be key to safeguarding wild fish stocks and enriching the food supply throughout Africa.

With funding from the European Commission and in partnership with the Inyambo Community Development Trust, AWF is proud to be among the first conservation organizations to explore commercial aquaculture in such a comprehensive way and as a method for keeping Africa's rivers healthy.

[ Below: Overfishing on the Zambezi River has steadily depleted its waters of fish stocks. ]



Watch a video on the development of Inyambo fish farm at [awf.org/inyambofishfarm](http://awf.org/inyambofishfarm)

## Restructuring LUMO

Sometimes structuring a deal is not a onetime thing. Take LUMO Tented Lodge. This 24-bed rustic lodge lies within a community-owned sanctuary adjacent to Tsavo West National Park in Kenya, one of the country's most wildlife-rich areas. Both the sanctuary and the lodge were established nearly a decade ago to bring livelihood improvements to the community through wildlife tourism. Unfortunately, the lodge did not deliver—either in addressing conservation threats or delivering significant benefits to the communities.

With support from the Ford Foundation and the Royal Netherlands Embassy, Kenya, AWF worked to restructure the ownership and operations of the LUMO Lodge. AWF provided capacity-building support to the community to

improve governance and accountability, restructured the financial terms of the partnership to give the community a permanent stake, recruited a new investor, and facilitated a

new agreement spelling out conservation outcomes. The result? A community-owned lodge with strong governance that is expected to earn the LUMO community \$120,000

a year along with other social benefits. In return, the LUMO community will implement a sustainable strategic plan guiding conservation, community development, investment, and operations over the next five years.



[ A newly profitable LUMO Lodge near the Tsavo West National Park in Kenya. ]

## REDD-Plus Ready... Earning income through sustainable use

REDD—Reducing Emission from Deforestation and Forest Degradation—is a policy mechanism that is under negotiation at the United Nations Framework Convention on Climate Change. The “plus” encompasses work that supports the conservation of forests, the sustainable management of forests, and the enhancement of forest carbon stocks. REDD-plus is a global effort to pay developing countries and local conservationists, including communities, for the carbon value

of their forests and other sustainable land-use practices that conserve carbon in standing biomass. REDD-plus is expected to be a sustainable source of income for the poor in developing countries, and will enable ecosystems to be rehabilitated and grow more resilient to the adverse effects of climate change.

AWF has a sizeable program of REDD-plus-related work in Kenya, Tanzania, and the Democratic Republic of Congo.



[ Above: REDD-plus will discourage the harvesting of trees and other resource-depleting practices. ]

## Education and Capacity Building

*AWF invests heavily in education and sustainable development so that people from all walks of life across Africa have a stake in conserving the continent's great landscapes. From scholars at the forefront of conservation science, to communities carving out a living in the deep forests of the Congo, to pastoralists living off the grasslands of East Africa, and fishermen relying on the Zambezi River, AWF is building capacity through scholarships, education support, and technical training.*

# 50 Years



AWF's founders realized there was a lack of institutional resources for Africa's emerging conservationists, and set about establishing a training school for game and park-department personnel. The establishment of the College of African Wildlife Management at Mweka, Tanzania, marked the beginning of AWF's commitment to train a cadre of Africans to assume critical game and park department positions that until then had been filled by Europeans. More than 3,000 men and women have graduated from Mweka since its opening in 1963. AWF also helped set up a sister school in French-speaking West Africa and over its 50-year history has offered institutional support to universities, primary schools, and other learning centers. Hallmarks of AWF's capacity-building program, scholarships and institutional support are just two of the avenues by which AWF continues to build conservation capacity in Africa. Today, AWF's own senior ranks include experts who earned their credentials with AWF's support.

### Technical Training

Together with its partners, AWF has trained thousands of people across Africa to better manage and steward the natural systems in which they live. Through its partnership with Starbucks Coffee Company, AWF has trained thousands of Kenyan farmers to grow coffee using Starbucks ethical and sustainable sourcing guidelines. Throughout the Heartlands, AWF has trained hundreds of wildlife officers to protect wildlife and mitigate habitat destruction. And in each Heartland, AWF regularly offers workshops, convenes trainings, and distributes lessons learned through its publications and technical reports.

### Women's Work

In a field dominated by men AWF is doing its part to advance the position of women, funding the work of scientists like Shivani Bhalla, a lion researcher in Samburu National Reserve, and Gladys Kalema-Zikusok, an expert on mountain gorilla health working in Uganda. It has also conducted business training for scores of women's groups who are running their own conservation enterprises in the Heartlands. This support, combined with the women's determination and perseverance, is creating new opportunities and leadership roles for women.

### AWF's 2010-11 Charlotte Fellows

Founded in 1996 in honor of the late conservationist Charlotte Kidder Ramsay, AWF's Charlotte Fellowship Program helps emerging African scholars pursue advanced studies in conservation-related fields.

In selecting the candidates for the 2010-11 fellowships, AWF focused on the human resource and capacity needs of the Regional Parc W ecosystem—a rich transboundary landscape that encompasses protected areas in Benin, Burkina Faso, and Niger. Site of an emerging AWF program, of which capacity building will be a major component, the park complex is home to the largest remaining tract of protected savanna in West Africa and host to hundreds of mammal and bird species. AWF congratulates its 2010-11 Charlotte Fellows:

Etotepe A. Sogbohossou,  
Benin

Isidore Ogoudje Amahowe,  
Benin

[ AWF has helped hundreds of women learn how to run their own businesses. ]

# 50 Years

## AWF Takes Its Place as Africa's Conservation Leader

The timeline below highlights the evolution of AWF's work in Africa over the past 50 years.

Visit [awf.org/history](http://awf.org/history) for a more detailed timeline and project list



### 1971-1975

1971-1975

**Pushing the paradigm.** AWF establishes a reputation for its prominent role in ecosystem research and development, as well as work in education and training. AWF also pioneers programs that establish a more positive coexistence between private landowners and wildlife and begins to explore ways for wildlife to “pay its own way.”



1961-1965

**A founding vision.** Founded at the height of the independence movement, when one African country after another shed colonial rule, AWF (originally called the African Wildlife Leadership Foundation) is established to build capacity for Africans to steward their own wildlife resources. AWF helps establish the College of African Wildlife Management, Mweka, Tanzania, and creates a groundbreaking scholarship program enabling talented African students to undertake wildlife studies abroad.



[ AWF unveils an early wildlife education center. ]

1961 1962 1963 1964 1965 1966 1967 1968 1969 1970 1971 1972 1973 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984 1985 1986

### 1966-1970

1966-1970

**Field ventures.** AWF brings capacity support to the field, funding projects like Dian Fossey's mountain gorilla study in Rwanda's Volcanoes National Park and the Serengeti Research Institute.

Reaching out to a growing constituency, AWF unveils its successful “Give a Lion a Home” ad, the proceeds of which are used to enlarge two African parks. It also funds wildlife clubs

serving youth and helps establish a second wildlife management school in Cameroon.



1976-1980

**A reliable resource.**

Building on its early work with Dian Fossey, AWF establishes the independent Mountain Gorilla Project in Rwanda to help protect mountain gorillas. AWF also becomes known for its work developing and supporting national parks and wildlife reserves. To further build capacity, AWF publishes a series of handbooks on wildlife ecology for wildlife personnel.



1981-1985

**Rhino, mountain gorilla successes.**

North Yemen bars legal import of rhino horns after diplomatic intervention by AWF—evidence of the organization's growing influence. A heartbeat away from extinction, rhino populations begin slowly recovering thanks to this and other interventions by AWF, as well as other groups. The AWF-funded Mountain Gorilla Project reports a growing gorilla population and the largest number of births in years.





## 1986-1990

1986-1990

**Elephant strides.** Work to protect Africa's elephants from widespread poaching dominates. AWF launches its "Save the Elephants" campaign. 1988 is designated "Year of the Elephant." AWF's "Only Elephants Should Wear Ivory" ad runs in print and on TV worldwide. The African elephant is elevated to "most endangered" category by the Convention on International Trade in Endangered Species (CITES).

[ With AWF leading the charge, the plight of Africa's elephants captures the world's attention. ]

## 2001-2005

2001-2005

**Expanding reach.** AWF begins operating in three new Heartlands: Congo, Kazungula, and Limpopo. The government of Tanzania designates Manyara Ranch as a

protected major wildlife corridor—and awards the ranch to Tanzania's first land trust, established with help from AWF. AWF partners



with Starbucks Coffee Company, launching a multiyear project to promote coffee quality, environmental sustainability, and natural resource conservation in East Africa.



Former President of Tanzania and AWF Trustee Benjamin W. Mkapa



## 1996-2000

1996-2000

**A new era.** AWF marks a new era in African conservation with its Heartlands program to protect large landscapes of exceptional natural value. By 2000, AWF is operating in five Heartlands: Kilimanjaro, Maasai Steppe, Samburu, Virunga, and Zambezi. AWF's conservation enterprise program launches—within a decade, 30+ community-managed conservation enterprises will be generating millions of dollars in revenue for people living in wildlife-rich areas.



## 1991-1995

1991-1995

**Coalition for a flagship species.** The International Gorilla Conservation Programme (IGCP) is launched by AWF, Fauna and Flora International, and the World Wide Fund for Nature. In spite of civil unrest in Rwanda, IGCP staff and park guards continue to monitor the safety of mountain gorillas in Volcanoes National Park. AWF's work with park managers and species scientists continues apace.



International Gorilla Conservation Programme

## 2006-2010

2006-2010

**A permanent commitment.** Kenyan Ecologist Dr. Helen Gichohi is appointed AWF's first African president. Founded by a handful of western wildlife

enthusiasts, AWF staff has now grown to over a hundred field experts and support personnel, and is more than 80 percent African. AWF launches its first program in West Africa, the Regional Parc W Heartland, and adopts a regional strategy, organizing its Heartlands into three regions: western/central, eastern, and southern Africa.



# Conservation Policy

*AWF works to influence and support key policies that strengthen conservation at every level: local, national, and international. Organizationally, AWF influences treaties, recommends legislation, and facilitates land-use practices that help everyone—from small communities to entire nations—manage their lands successfully and sustainably.*



## MIGRATION DETOUR

[ Every year millions of wildebeest and other ungulates migrate across the lush grasses of the Serengeti. ]

What began with science-based opposition by AWF and other conservation groups has grown into a grassroots movement playing out across social media outlets and echoed by global influencers such as the World Bank, UNESCO, and the Government of Germany. This diverse coalition of scientists and conservationists, economists and development experts has coalesced around a singular message: the construction of a road through Serengeti National Park would destroy the last

great migration of hundreds of thousands of wildebeest and erode one of the most pristine landscapes on earth. It would also establish a damaging precedent that Africa's ecological and wildlife assets hold little long-term economic value.

Learning of the proposed road in June 2010, AWF issued a formal letter to Tanzanian President Jakaya Kikwete expressing concern and setting out a scientifically and commercially sound alternative plan. Proposed alternative routes outside the park

would connect major cities, a goal touted by Tanzanian officials, without carrying environmental risk. Joining AWF and others, development agencies have offered financing for a route that circumvents the park.

Despite growing public opposition, Tanzanian officials at time of press were holding fast to the original road proposal. AWF, however, believes the call to save the Serengeti may still be heard. The fact that prominent global agencies have stepped up, and that people all over the world

have opposed the road, leaves room for optimism, not only for the Serengeti, but for all the great landscapes AWF and others seek to protect.

AWF joins the global call to save the Serengeti.

📄 Check out AWF's alternative route recommendations at [awf.org/serengeti](http://awf.org/serengeti)

## Lifeline for People and a Park



Nairobi is the only city in the world where scores of mammal species and hundreds of birds can be viewed all within sight of a capital city's soaring skyscrapers. But with the city bordering it to the north, Nairobi National Park would not exist if not for the much larger Kaputiei ecosystem that lies to the south. These community-owned grasslands allow wildlife to move in and out of the park as rains ebb and flow. And while for many years, these lands were comfortably shared by the local Maasai, their cattle, and wildlife, today they are under threat from urban sprawl, increased subdivision, and the fencing of open rangelands.

With funding from the United States Agency for International Development (USAID), AWF is working with the International Livestock Research Institute and other partners to prevent further degradation of the region and is searching for solutions that allow the local Maasai communities and wildlife to peacefully co-exist. In a landmark victory facilitated by AWF, local landowners and

the area's county council in 2010 agreed on a Land Use Master Plan that provides legal protection for 60,000 hectares of biologically significant land for wildlife movement and livestock grazing. This is the first community-initiated land-use plan to be approved by the

**“...a landmark victory...”**

Kenyan government and the first local land-use plan for wildlife conservation areas in Kenya. AWF and its partners hope to enhance the value of the open grasslands and generate meaningful returns to owners through economic services, improved livestock production, and tourism.

[ Below: USAID delegates and community members celebrate a landmark victory in Kenya. ]

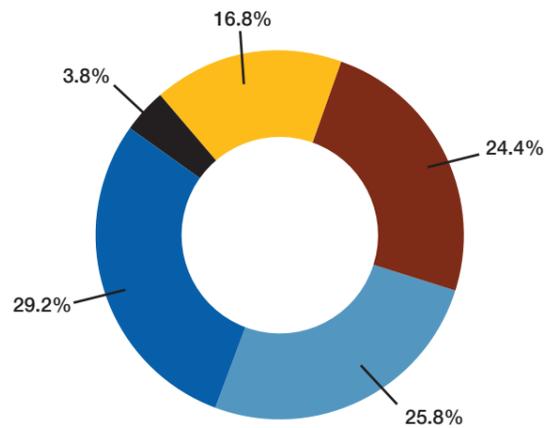


# FINANCIAL STRENGTH

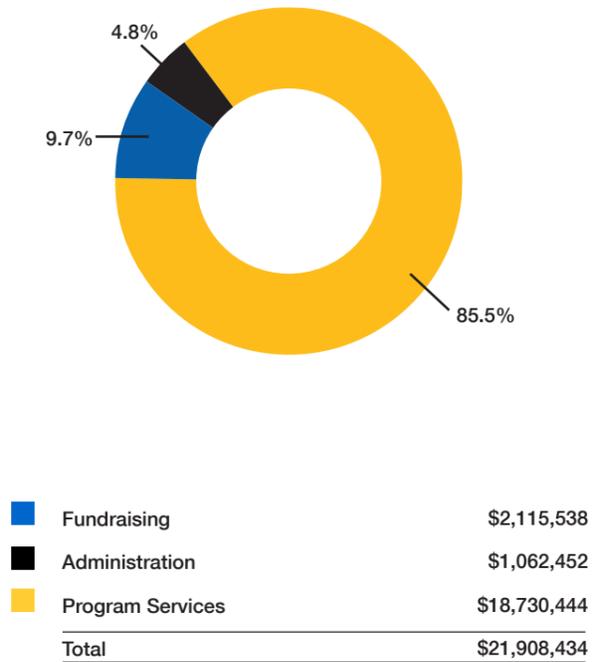
See How We Add Up...

Operating Revenues

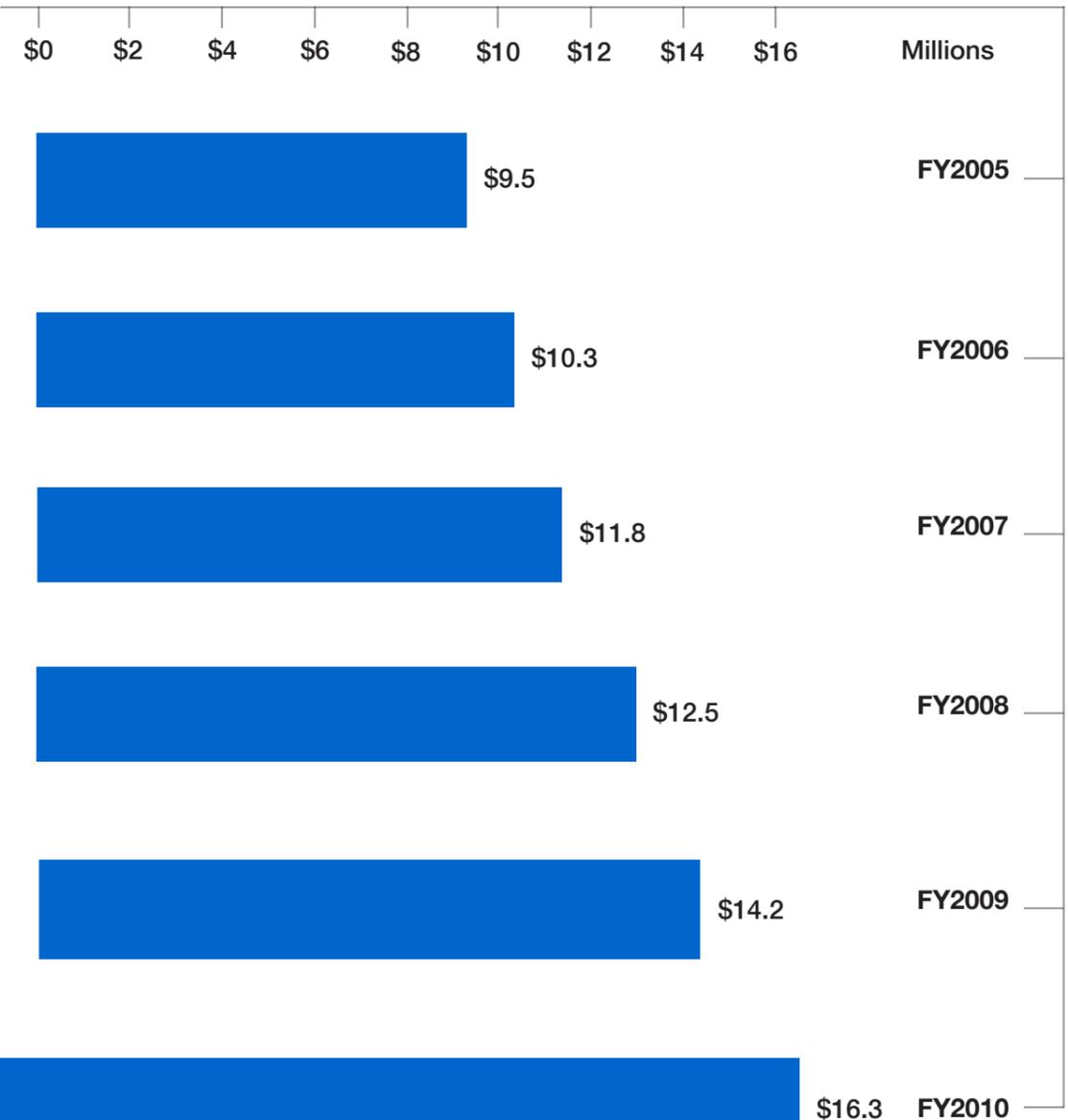
Individual	\$6,436,496
Legacy	\$842,930
Corporate and Foundation	\$3,691,721
U.S. Government	\$5,364,503
Non-US Public Sector	\$5,677,391
<b>Total</b>	<b>\$22,013,041</b>



Operating Expenses



Conservation Program Growth



## Investment by Strategy

**21%**

Education and Capacity Building

**14%**

Species Conservation

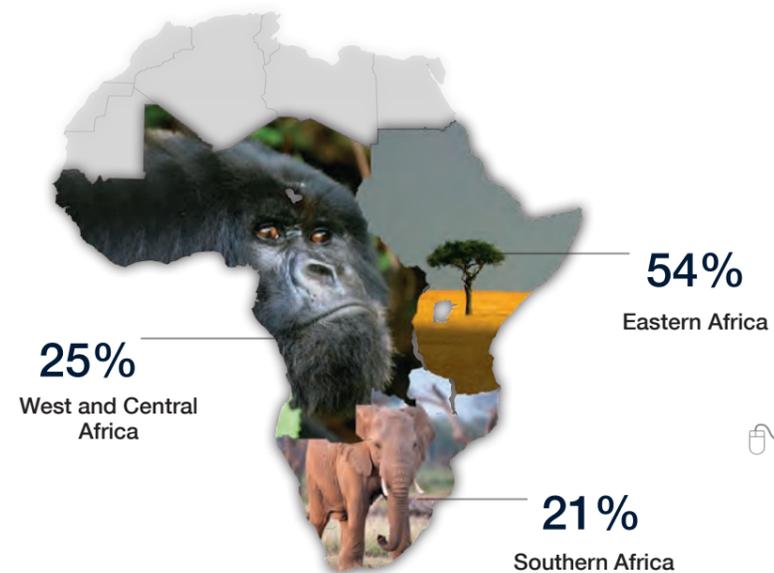
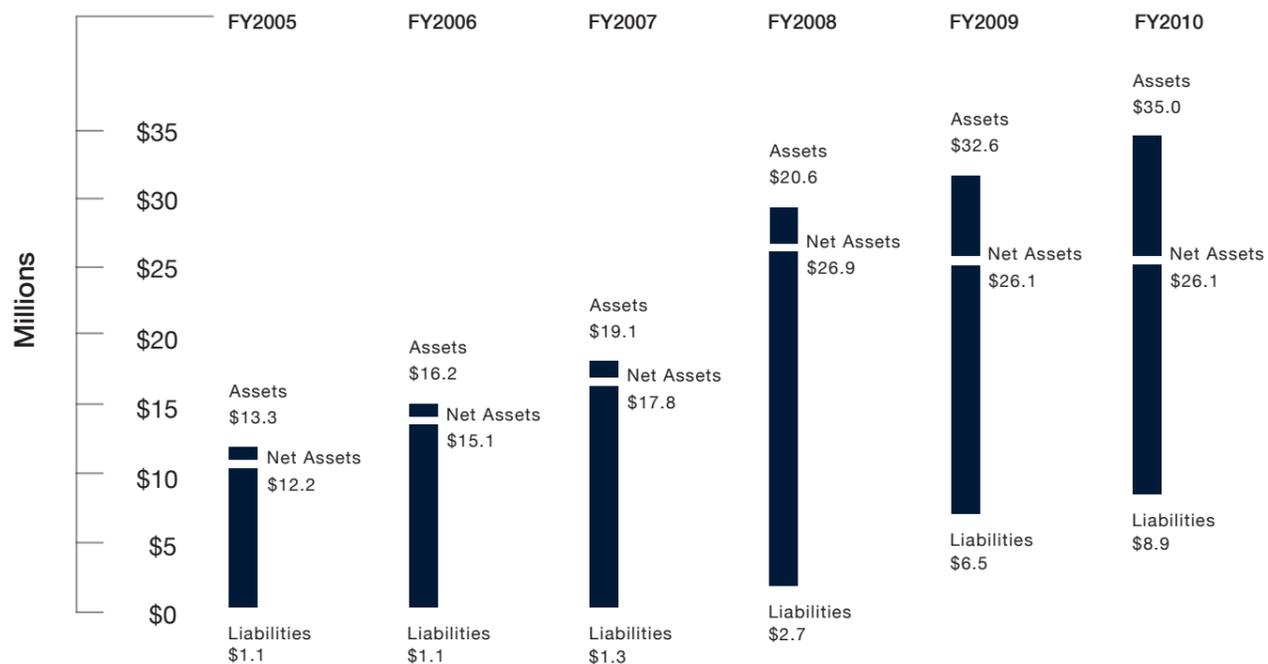
**27%**

Conservation Enterprise

**38%**

Land and Habitat

## Growth in Financial Position



## Investment by Region

A more complete analysis of AWF's financial performance, including our 2010 audited statement, is available at [www.awf.org/financials](http://www.awf.org/financials)

Note: All data is for the fiscal year ended June 30, 2010

# THE NEXT 50 YEARS: IS THERE A PLACE FOR WILDLIFE IN AFRICA'S FUTURE?

BY PATRICK J. BERGIN, AWF CEO



In most parts of the world, the rise of modern economies has coincided with the fragmentation of once expansive habitats, and a decline in large populations of wildlife.

There can be little doubt that the Africa of 10, or 20 years from now will look dramatically different than the one we see today. Despite many remaining challenges and obstacles, African countries will make the transition to more modern and developed economies in the coming decades.

Foreign investment now exceeds foreign aid to Africa. Deepwater ports around both coasts of Africa are being developed. Transportation corridors will be built to link the huge and productive hinterlands of the continent with the world economy. New technologies like cell phone banking are allowing Africa to “leapfrog” over some of the structural constraints of the past. In country after country, a strong and growing middle class with modern consumer tastes is emerging.

The question is whether there will be a place for wildlife in this Africa of the future.

Left to the natural course of events, Africa’s wild lands and large wildlife populations are likely to be sacrificed and compromised in the urgent rush towards modernity.

50 years ago, a small group of far-sighted individuals saw the need for a conservation organization that would focus exclusively on the magnificent wildlife resource of the African continent. More surprisingly, this group of founders recognized from the beginning that any approach to conservation in Africa needed to focus not so much on the animals themselves, but on Africa’s people.

Africa’s wildlife has survived for millennia looking after itself. The challenges of conservation are the challenges of finding ways for people to live with and alongside wildlife.

AWF’s work began with a focus on training and capacity building for young African conservationists in the 60s, and focus on education for children and students in the 70s. The mission has not changed, but the strategies have.

As we begin the second 50 years of AWF’s existence, our challenge is to work with governments and people to negotiate a place for wildlife in the future of Africa. Africa can achieve more modern and productive cities, farms, and factories. But with vision, foresight and purpose, we believe it is possible

for all of us to throw our arms around a number of the largest, most wondrous, most beneficial wildlife landscapes, and conserve them for the future of the continent and the world. These are Africa’s Heartlands.

In order for us to succeed, these great conservation landscapes will require attention, investment, and capitalization. A basic infrastructure and capacity must be created to consolidate the conservation management of these large core areas of wildlife habitat. Simultaneous investments must be made in the infrastructure and social services that provide an acceptable and improved standard of living to meet the aspirations of people living in and near these Heartlands. Both parks and community lands must be tied to viable and sustainable models of production and revenues through appropriate enterprise.

Our challenge in the coming years is to work with African countries, and other like-minded partners, to navigate this transition to modernity with a significant wildlife resource still intact in the African Heartlands. If we all succeed, Africa, the world, and future generations will be much richer for it.

[ AWF believes traditional lifestyles and a modernizing Africa can co-exist in ways that will allow wildlife to thrive. ]

# Progression Through Partnerships

By Joanna R. Elliott, Vice President for Program Design

Over the past 50 years AWF's growth has been fueled by public sector and international partners, and on behalf of all stakeholders in successful African conservation efforts, AWF would like to take this opportunity to thank them. We would like to highlight in particular our partnerships with the development agencies of the United States of America, the Netherlands, Norway, Switzerland, and with the European Union, each of which has invested over the long-term in our vision of bringing sustainability to Africa's great conservation landscapes.

The context for enabling sustainable landscape-level conservation in Africa is challenging on many fronts. The United Nations Millennium Development Goals (MDGs) have helped to set a common framework for

achieving both poverty reduction and environmental sustainability, among other goals, and the bi- and multilateral development agencies have channeled large volumes of aid in support of these goals directly to government partners and indirectly through nongovernmental organizations to reach disadvantaged communities in Africa. The links between poverty reduction, ecosystem conservation, and climate change are becoming better understood, and these links must be effectively targeted by national governments, donors, and implementing agencies alike if we are to ensure that rural livelihoods are secured and vulnerability to climate change reduced while the critical ecosystem goods and services that poor people depend on—for example for fresh water, soil quality,

foods, fuel, fodder, and medicinal products—are sustained.

AWF works with donors, governments, and local partners at a landscape scale across the great conservation landscapes of sub-Saharan Africa to address these linkages. Here we would like to highlight the exceptional support of two donors.

**United States Agency for International Development (USAID).** The long-term and visionary support of the U.S. government throughout AWF's history has reached across AWF's programs, from eastern to central and southern Africa. USAID has championed the building of effective partnerships for conservation work that delivers both biodiversity and livelihood benefits directly to

poor communities, at the same time strengthening the policy, institutional, and governance processes needed to enable and sustain real impacts. For example, in Tanzania, Kenya, and the Democratic Republic of Congo, USAID has supported AWF's work with our partners to deliver community conservation impacts at local, landscape, and national scales, and continues to work closely with AWF to integrate climate change mitigation and adaptation with the need for sustainable agriculture and food security at a landscape scale.

**The Government of the Netherlands.** The inspiring support of the Dutch government through multiyear grants from the Netherlands Directorate General for International Cooperation (DGIS) and the Royal Netherlands

Embassy in Kenya has enabled ten years of impact and learning across landscapes in eastern and southern Africa and most recently has advanced AWF's work in Kenya. With Dutch support, AWF has spearheaded and replicated new approaches to community conservation and sustainable livelihoods work at a landscape scale, including its highly regarded conservation enterprise program. Also with Dutch support, AWF has built a platform of cross-site learning that supports a rapidly growing program of climate change mitigation and adaptation work and sustainable agriculture that has leveraged additional support from other donors.

Learn more about AWF's partners at [awf.org/awfpartners](http://awf.org/awfpartners)



[ Above: USAID's Gilbert Kajuna and Matthew Santer discuss plans for an entry gate in Burunge Wildlife Management Area with a contractor from National Construction Council and Maasai Steppe Heartland Director, Dr. Steven Kiruswa. ]

# 50 Years of Leadership

AWF was founded in 1961 by five prominent and far-sighted individuals—Russell Train, Nick Arundel, Jim Bugg, Kermit Roosevelt, and Maurice Stans. These men had traveled together on safari and saw the need for newly independent African countries to conserve their wildlife resources.

That vision took root and evolved, and gave rise to a multi-pillared approach to conservation, spawning AWF's African Heartland Program. The African Heartlands are large African landscapes of exceptional wildlife and natural value extending across state, private, and community lands. These priority landscapes have the potential to conserve viable populations of wildlife for the benefit of communities, local and national governments, and the world. Headquartered in Nairobi, Kenya, AWF today has programs in more than a dozen African countries and operates in nine such Heartlands. It has brought millions of acres of land under conservation management for the benefit of people

living in wildlife-rich areas as well as for people all over the world. And with every passing year AWF is delivering greater and greater economic benefits to communities who are advancing conservation and pursuing sustainable livelihoods.

The challenges confronting Africa's wildlife have nonetheless never been greater. Increasing human populations, swift urbanization, and expanding agriculture are all directly threatening wildlife populations and are encroaching on fragile natural systems. Africa's protected areas are too small to include intact ecosystems. Vast numbers of wildlife—especially large predators and herbivores—spend substantial time outside the strict confines of parks. If Africa's wildlife populations are to be maintained, communities must live with wildlife on their land and more land must be set aside for conservation.

The challenges are great, but the rewards are greater. Among the most biodiverse continents on earth, Africa is home to many of the last great wildlife migrations, four of the five great ape species, herds of elephants numbering in the thousands, magnificent prides

of lions, and many solitary large cats, all of which are under siege by human-generated threats like habitat encroachment and destruction. Largely necessitated by the actions of people, the race to save the continent's greatest natural phenomena and iconic species will require the commitment, ingenuity, and courage of people.

AWF is rising to the occasion. Already active in nine critical large conservation landscapes, we have identified many others that require investment and priority action. We are working with governments and communities to extend the land available to wildlife while pioneering programs that bring economic and educational benefits to people who conserve land for wildlife. We are studying wildlife populations and educating people who live with wildlife about these animals' habits and their enduring value. We are looking ahead to solutions that ensure that a modernizing Africa will move forward with a significant wildlife resource intact. We believe that with foresight and planning our vision is possible. With your support, we are working to ensure that Africa's wildlife will endure forever.

AWF's Board of Trustees has always featured prominent individuals in science, business, and the public sector. Over the past five decades, the composition of the Board has become increasingly diverse, and today it includes representatives from Africa, Europe, the Middle East, and the United States.

## AWF's Board of Trustees

Mr. Dennis J. Keller, Chair  
Sir Ketumile Masire, Vice Chair  
Mr. Robin Berkeley, Treasurer  
Dr. Myma Belo-Osagie, Secretary

Mr. Greg Behrman  
Mr. Patrick J. Bergin  
Mr. Paul Campbell  
Mr. Payson Coleman  
Mr. Donald Dixon  
Ms. Lynn Dolnick  
Ms. Lisa Firestone  
Mr. Paul Fletcher  
Mr. Donald C. Graham  
Ms. Heather Sturt Haaga  
Ms. Mona Hamilton  
Ms. Christine F. Hemrick  
Mr. William E. (Wilber) James  
Mrs. Adrian M. Jay  
Mr. William S. Kalema  
Mr. Walter Kansteiner

Mr. Rahim Khan  
Ms. Dorothy J. Kim  
Mr. Robert King  
Ms. Denise Koopmans  
Ms. Shana Laursen  
Ms. Victoria Leslie  
Ms. Ann K. Luskey  
Mr. James Makawa  
Mr. Jimnah Mbaru  
Mr. Benjamin W. Mkapa  
Mr. Festus G. Mogae  
Ms. Razan K. Al Mubarak  
Ms. Kristina Persson  
Ms. Elizabeth Robertshaw  
Ms. Tia N. Roddy  
Mr. Stuart Scott  
Ms. Aggie Skirball  
Mr. David Thomson  
Ms. Veronica Varekova  
Mr. John R. Walter  
Mr. Richard W. Weening  
Ms. Maria Wilhelm



[ AWF's board of trustees in Washington, D.C. ]

## Our Historical Founders

The founding vision of a few, AWF today is the project and passion of many people in Africa, Europe, and other parts of the world.



[ AWF started out building Africa's wildlife management capacity. ]



[ Mark Stanley Price hands over field equipment in Kenya. ]



[ AWF's founders at a recent gathering in Washington, DC. ]

## Trustee Emeriti Honorary Trustees

Mr. E.U. Curtis Bohlen  
Mrs. Joan Donner  
Ms. Leila S. Green  
Mr. John H. Heminway  
Mr. George C. Hixon  
Mr. Henry P. McIntosh IV  
Mrs. Sally Pingree  
Mr. Stuart T. Saunders, Jr.  
Mr. Russell E. Train

Mr. David H. Koch  
Mr. Francis T. F. Yuen

\* Reflects trustees who served during the 2010 fiscal year, as well as those serving at the time of report production.



[ Few animals are more representative of the wild landscapes of Africa than the male lion, pictured here in the windswept grasslands of the Masai Mara of Kenya. ]

#### Photo Credits:

**Cover.** Elephant, Sharon Haeger  
**Introductory & Contents Spread,**  
Lioness and giraffe, Billy Dodson.  
**Page 3.** Victoria Falls, Daryl and Sharna Balfour  
**Page 5,6.** Elephants in river, Joe Dodson; Lupani school and dancers,  
Craig R. Sholley  
**Page 7.** Forest mist, Art Wolfe; Desert, Tim Moss  
**Page 8.** Tawi Lodge, Tawi Lodge; Kilitome Signing and group photo, Rashid Abdul  
**Page 9.** Elephants, John Butler  
**Page 11.** Mountain gorillas, IGCP; White rhino, Craig R. Sholley; Scouts, Jones  
Masonde  
**Page 12.** Leopard, Craig R. Sholley; Wild dog, Paul Thomson  
**Page 15.** Safari vehicle, Manyara Ranch Conservancy  
**Page 16.** Safari tent, Manyara Ranch Conservancy  
**Page 17.** Congo barge, Charly Facheux  
**Page 18.** Market scene, John Butler  
**Page 19.** Fish and Zambezi River, AWF; Inyambo project staff, John Butler  
**Page 20.** Lumo camp, Teeku Patel; Man with cart, David Williams  
**Page 21.** Maasai face profile, Mohamed Hashim  
**Page 23.** Historic Sign, AWF; Dian Fossey, Craig R. Sholley; Lion, Billy Dodson;  
Students planting, AWF  
**Page 24.** Landscape, Billy Dodson; AWF vehicle, AWF/T. Pokeston; Mountain gorilla,  
Peter Garrigan; Poached rhino, AWF  
**Page 25.** Elephants, Billy Dodson; Samburu man, Paul Thomson  
**Page 26.** Benjamin W. Mkapa, Noor Khamis; Helen Gichohi, Craig R. Sholley  
**Page 27.** Running wildebeest, Billy Dodson  
**Page 28.** Delegates and community meeting, AWF  
**Page 29.** Mountain gorilla, Craig R. Sholley; Landscape and elephant, Billy Dodson  
**Page 31.** Maasai men, Fairmont Mara Safari Club - Kenya  
**Page 33.** Elephants, Russel Johnson - Nature's Best Photography; Partner meeting,  
Andrea Athanas  
**Page 35.** Historic board members, AWF  
**Page 36.** AWF founding members, Craig R. Sholley  
**Page 37.** Lion, Billy Dodson  
**Page 43.** Giraffes, Billy Dodson

#### Project Management:

Craig R. Sholley,  
Vice President for Philanthropy and  
Marketing

John Butler,  
Director of Marketing

#### Editorial

Elizabeth Miranda,  
Publications and Marketing Manager

#### Graphic Design

Grant Wheeler,  
Graphic Designer

#### AWF Management Team

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

Helen W. Gichohi, Ph.D.,  
President

Jeff Chrisfield,  
Chief Financial Officer

Cem Kumral,  
Vice President for Program Operations

Joanna Elliott,  
Vice President for Program Design

Craig R. Sholley,  
Vice President for Philanthropy and  
Marketing

© 2011, African Wildlife Foundation

# Ahead of the Rest

4-Star Rating  
9 Years in a Row



AWF for the ninth year in a row earned the highest rating possible from Charity Navigator, the largest independent evaluator of charities in the United States.

*“Only 1% of the charities we rate have received at least 9 consecutive 4-star evaluations, indicating that African Wildlife Foundation consistently executes its mission in a fiscally responsible way.”*  
—Ken Berger, President and CEO, Charity Navigator

AWF EXTENDS WARM THANKS TO ALL THE SUPPORTERS AND PARTNERS WHO CONTRIBUTED TO OUR 2010 SUCCESSES. WE INVITE YOU TO ENGAGE IN ADDITIONAL WAYS TO SUPPORT AWF TO ENSURE AFRICA'S WILDLIFE AND WILD LANDS ENDURE FOREVER.



## GET INVOLVED!

### START WITH A VISIT ONLINE

Throughout this report we have highlighted specific areas online where visitors can go to learn more about a subject or story, and if they choose, support the related area. AWF.org is designed to offer as much detailed information on our work as possible.

 Visit [www.awf.org](http://www.awf.org) for a solid knowledge base of our work. Visit often or sign up for our online monthly newsletter to stay on top AWF's work

### JOIN THE BAOBAB SOCIETY OR OTHER GIVING CIRCLES

Gifts of \$1,000 or more demonstrate your conservation leadership by making you a member of our Baobab Society. Baobab Society membership includes unique privileges such as *Letters from Africa*, written by AWF CEO Patrick Bergin, and AWF's quarterly special edition of *Africa Geographic*.

The passion, commitment, and generosity of Baobab Society supporters is a key part of the unique character of AWF and is central to the success of our conservation efforts in Africa.

 Visit [www.awf.org/baobab](http://www.awf.org/baobab) to learn more about larger giving options that have great impact

### CONSIDER GIFTS OF STOCK AND PROPERTY

In addition to gifts of cash, many people are surprised to learn gifts of stock or property can have a significant conservation impact in Africa. If you own assets such as stocks, bonds, or mutual funds that have increased in value since they were purchased, consider a gift of appreciated securities.

You enjoy a double benefit—you receive a charitable tax deduction for their full fair market value, and you pay no capital gains tax.

A member of AWF's philanthropy team would be more than happy to walk you through possible options when considering gifts of stock or property.

 Visit [www.awf.org/stocks](http://www.awf.org/stocks) for specific details on how to help AWF benefit from stocks and property

### LEAVE A LIFE'S LEGACY

With your legacy gift, you join our esteemed Kilimanjaro Society, a special group of AWF supporters who have chosen to extend their care for Africa's wildlife and people beyond their own lifetimes. It's a simple but monumental gesture, and one that will define your and Africa's legacy.

Whether it's a bequest in a will; naming AWF as a beneficiary of your trust, retirement plan, or life insurance policy; or another estate planning option, your gift supports AWF's vital programs now and in perpetuity.

 For more information about joining AWF's Kilimanjaro Society, please visit [www.awf.org/legacy](http://www.awf.org/legacy)



The African Wildlife Foundation is a non-profit 501(c)(3) tax-exempt corporation in the United States. AWF's IRS tax ID number is 52-0781390. All contributions to the Foundation are tax-deductible to the extent allowed by law.

### CONTACT US TO LEARN MORE ABOUT THE VARIOUS WAYS TO SUPPORT AWF'S WORK.

African Wildlife Foundation  
1400 Sixteenth Street NW, Suite 120  
Washington, DC 20036, USA

+1 202 939 3333  
toll-free: +1 888 494 5354  
e-mail: [africanwildlife@awf.org](mailto:africanwildlife@awf.org)  
Workplace Giving/CFC #: 11219

*And I dream of the vast deserts, the forests, and all the wilderness of our continent, wild places that we should protect as a precious heritage for our children and for our children's children. We must never forget that it is our duty to protect this environment.*

*—Nelson Rolihlahla Mandela*

