

AWF Impact in 2025



AMBOSELI NATIONAL PARK, KENYA

Our Shared Impact

“I realized the forest couldn’t provide the livelihood I needed. Now I have two farms, which provide for me and my family.” Alo Mpoal Frank, former poacher in Cameroon.

In 2025, conservation across Africa faced real pressure—from economic uncertainty to competing demands on land and natural resources. Yet one thing remained clear: lasting conservation succeeds when it is led by Africans and rooted in local communities.

This is where AWF makes a difference.

AWF partners with governments, communities, and conservation leaders across Africa to protect wildlife and wild places and improve people’s livelihoods and futures. Our work focuses on practical, long-term solutions that strengthen local leadership and institutions, because conservation only lasts when it works for people as well as wildlife.

**Strong communities. Thriving wildlife.
Solutions that endure.**

90% AWF-monitored species populations stable or increasing

8.6M+ HA under active conservation management

46% ↓ human-wildlife conflict where AWF had conflict mitigation programs

142K Africans directly impacted by AWF conservation programs

800K Africans indirectly benefitting from AWF conservation action

10.5M+ people reached through conservation media

8 national wildlife authorities supported to detect & deter wildlife crime

~300 government rangers and community wildlife scouts trained or directly supported

684 nature-based microenterprises supported

What Your Support Made Possible in 2025

- ▶ **Protected and strengthened the management of critical wildlife areas across Africa.** In Uganda, rangers from the Kidepo and Murchison landscapes were trained in rhino monitoring and management as part of a national program to reintroduce rhinos in the wild.
- ▶ **Supported communities in shaping conservation decisions that respect their rights and traditions.** In Kenya's Marsabit County, AWF and partners delivered the SOIL project, reaching 1,000+ community members and supporting 190 households with clean energy solutions that reduce pressure on forests.
- ▶ **Created conservation-based economic opportunities for farmers, entrepreneurs, and local businesses.** In Tanzania, more than 4,000 farmers adopted climate-smart practices through demonstration plots, achieving a 96% adoption rate and strengthening livelihoods while improving land stewardship.
- ▶ **Reduced conflict between people and wildlife, making rural communities safer and more resilient.** In Kenya's Tsavo landscape, the rehabilitation of water pans and the installation of solar-powered borehole pumps increased water availability inside protected areas and reduced wildlife movement into surrounding farms.
- ▶ **Combated illegal wildlife trafficking that threatens iconic species.** Six special investigation operations in DRC, Kenya, and Tanzania led to the arrests of 47 perpetrators trafficking pangolin scales, bush meat, and sandalwood.
- ▶ **Invested in the next generation of African conservation leaders through training and fellowship programs.** Our Young Conservation Heroes mobile education unit reached almost 24,000 young learners across Kenya's Tsavo landscape.

Together, these efforts are helping ensure that Africa's wildlife—and the communities living alongside it—can thrive for generations to come.

Your generosity fuels this work. Your partnership strengthens Africa's conservation future. **Thank you for being part of this impact.**



HEADQUARTERS

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