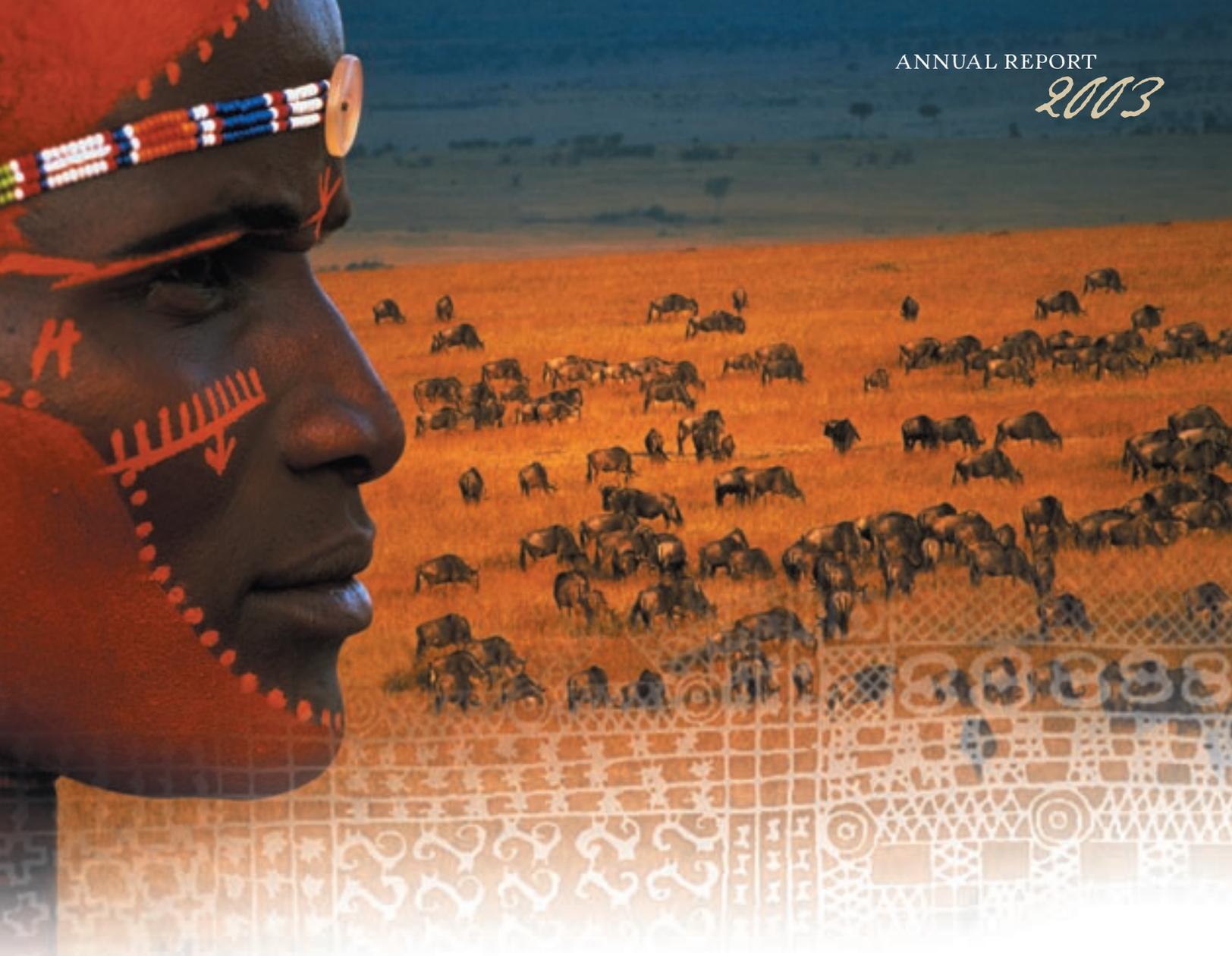


ANNUAL REPORT

2003



conserving *Wildlife*

protecting *Land*

empowering *People*



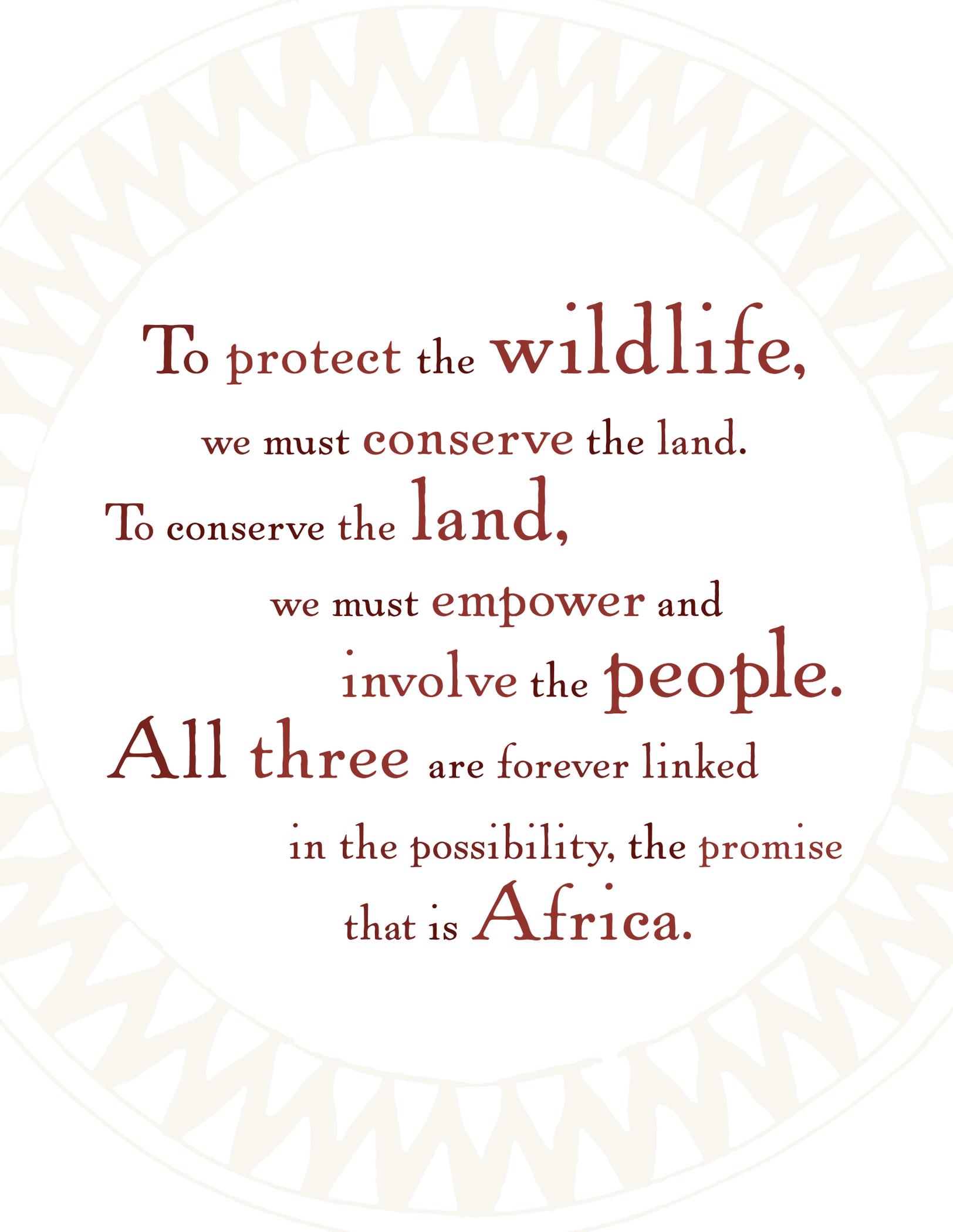
AFRICAN WILDLIFE FOUNDATION®

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.

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To protect the **wildlife**,
we must **conserve** the land.

To conserve the **land**,
we must **empower** and
involve the **people**.

All three are forever linked
in the possibility, the promise
that is **Africa**.

“We draw lines

between people and call them nations.

We draw lines around forests
and call them **parks.**

But elephants

don't live inside the lines.”



“They forage from country to country, from park to park. Between their visits, my people struggle to rebuild trampled crops and ruined houses. For too many of us, elephants are not a natural resource. They are a constant headache.

So when the African Wildlife Foundation asked my people to participate in conservation, I replied: ‘If we protect the wildlife, who will protect us?’

Their answer surprised me:

‘Wildlife is the key to your prosperity.’ Today we are making the elephants work for us, not against us. We are developing a cultural village for tourists to visit and a lodge for them to stay in. We are developing resources that elephants can't damage like beekeeping and fish farms. And for the first time, we are cooperating with people in neighboring parks, and even other countries. AWF calls this kind of work ‘Transboundary.’ My people call it hope.

Elephants don't live inside the lines. Neither do we.”



The African

People have a right to grow and prosper. To deny them the use of their natural resources, to bar them from the landscapes that continue to shape their lives is not only wrong, it is impossible.

Wildlife has a right to prosper, too. Yet to confine animals to small pockets of land denies them their natural way of life. It interferes with migration, with foraging, feeding and reproduction. Even in the most pristine of national parks, isolated wildlife will eventually become inbred. They will lose their ability to perpetuate their species. Ultimately, they will cease to exist.

This is the genius of AWF's African Heartlands program. The Heartlands are comprised of national parks and local villages, government lands and private ranches, to create large, cohesive conservation landscapes that sometimes cut cross national boundaries. In the Heartlands, wildlife has room to move, feeding in one area in the dry season, another area in the wet season. And the people enjoy enterprises that use the land and the wildlife in ways that bring income without destroying their priceless heritage.

In the Heartlands, people and wildlife live together, grow together, flourish together. In the Heartlands, the heart and soul of Africa survives.



Heartlands

Four Corners Heartland

BOTSWANA, NAMIBIA, ZAMBIA, ZIMBABWE

Wilderness area surrounding Victoria Falls

Kilimanjaro Heartland

KENYA, TANZANIA

Elephants and Africa's highest peak

Limpopo Heartland

MOZAMBIQUE, SOUTH AFRICA, ZIMBABWE

Largest rhino population and vast tri-national park

Maasai Steppe Heartland

TANZANIA

Wildlife among baobabs and grasslands

Samburu Heartland

KENYA

The heart of Kenya

Virunga Heartland

DEMOCRATIC REPUBLIC OF CONGO,

RWANDA, UGANDA

Mountain gorillas at risk

Zambezi Heartland

MOZAMBIQUE, ZAMBIA, ZIMBABWE

The mighty river of South Africa



- African Heartlands
- AWF Conservation Centers
- AWF Program Country
- Country Boundary
- Major Lake/River



Letter from the Chair of the Board



If you could join us on a fact-finding safari in Africa (and I hope that someday soon you will), you would certainly agree that the wildlife and wild lands of this continent have no equal. But I believe you would be equally moved, as I am, by one of the African Wildlife Foundation's most outstanding assets: our staff. 85% of them are Africans, living and working on the ground, in the landscapes that we are committed to conserve.

It is true that Africa has suffered a brain drain as many of the best and brightest have left to pursue their careers in other lands. Yet for me, that is what makes the caliber of our African staff even more remarkable. These are passionate, committed professionals who have garnered top academic honors in Europe and the United States, yet have made the choice to return to their homelands. They are doing this for the wildlife. They are doing it for their children. They are doing it for their love of Africa.

I wish you could meet them—all of them. You'd particularly enjoy Alfred Kikoti, Project Officer and elephant researcher based in Arusha. Not only would you be impressed by his credentials (including an MSc in Protected Landscape Management), you'd be inspired by his passion. When he refers to elephants, he talks about "my guys." And his "guys" have names like Judy and Marge—over 100 elephants, each with its own unique persona.

You'd enjoy the contrast between Dora Kamweneshe, the thoughtful, quiet nurturer who anchors our Kariba office, and Fiesta Warinwa, the Heartland Coordinator whose in-depth knowledge (including a Master's in Wildlife Conservation and Management) combined with a quick smile, talkative eyes, and sparkling personality make her the ideal person to educate communities about the promise of conservation enterprise. You'd be impressed by Paul Ntiati, our Kilimanjaro Heartland Coordinator in Namanga, who is able to summarize an entire day's proceedings in a few succinct sentences. And in the character of Community Development Officer Lamson Maluleke, in a community papered with HIV posters and only just now emerging from the rubble of apartheid, you'd see the fire of a real reformer and a true visionary.

Here is the new generation of leadership that Africa has been waiting for—skilled and qualified, confident, assertive, ready to pursue their own programs and develop their own vision. I'd like to take this opportunity to honor them, and to celebrate the future of Africa's wildlife conservation effort. It is in good hands.

Leila Green

Leila Green
Chair, Board of Trustees

Letter from the President

Too often, conservation stories are written by outside observers. They can be thorough, they can be accurate, but they can never convey the heart and passion of the people who live in the land, breathe the air, and actually do the work.

In this annual report, we share our year's accomplishments through the eyes of a game scout, a *Zambian Chieftainess*, a carnivore researcher, an AWF Heartland coordinator and an AWF Charlotte Fellow. I hope that hearing directly from them will give you an even richer sense of what you are accomplishing through your continued support of AWF.

The truth is that while Africa's wildlife and wild lands are the reason AWF exists, people have always been a key part of the equation. Our mission requires faithful supporters like you. It calls for qualified staff on the ground in Africa. And it absolutely demands the understanding, cooperation and empowerment of the people who live there. For more than four decades, our members and supporters have joined hands with the people of Africa, all working together to help ensure that Africa's astonishing legacy endures.

Of course, it's impossible to conserve every inch of such a vast continent. But where it really counts, we can make a stand. We can identify core areas that must be conserved at all costs. We call those areas the *African Heartlands*—vast and precious landscapes where governments, local people and private individuals have joined together to make wildlife conservation the priority land use. In the Heartlands, national parks are joined with lands owned by individuals and communities to create unhindered space for wildlife to thrive. Commercial opportunities are also created which uplift the lives of Africa's people.

This visionary yet practical approach is making a huge difference. I hope that all of us may be inspired to lend an even greater share of the energy and resources needed to secure these areas for the future. This is our mission. This is our vision. This is our legacy for generations to come.



Patrick J. Bergin, Ph.D.

President, CEO



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“At first, I worked at Manyara Ranch for the money.

Then I began to do it for the wildlife.

Now, more than anything else, I do it to help my people.”



“I grew up believing that my people had two choices: agriculture or cattle ranching. Then I became a game scout at Manyara Ranch, protecting wildlife and a vital corridor between two national parks. Sure, I track wildlife. But I also work constantly with the people, teaching them to tread lightly

on the landscape. For there can be no wildlife without habitat, and there can be no habitat without the cooperation of people. It hasn't been easy, but slowly the light is coming on. They're discovering that they have more choices — that they can be more prosperous with wildlife than without it. In the past, wildlife just got in our way. Now it points the way to our future.”

Semetei Ngawo, Head Game Scout,
Manyara Ranch



Landscape Course

Cardo Kleberg



Helping People Without Hurting the Land

Enormous canyons and impenetrable forests. Snow-capped peaks and endless grassy plains. Rolling rivers and roaring waterfalls. It's hard to imagine Africa without the beauty of its unfettered landscape. And it's impossible to imagine wildlife surviving on land that is fenced-off, plowed-under and paved over.

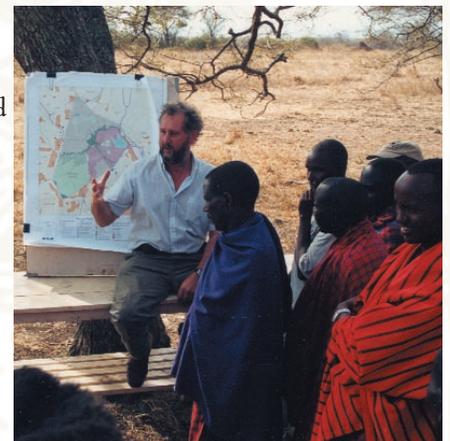
And yet there are more people in Africa every day, people who need food and shelter and secure livelihoods. Somehow their needs must be met—and even championed—in ways that are easy on the land and gentle on the wildlife. That's why AWF's Heartlands goes far beyond the concept of national parks—where animals are isolated and people often displaced—to create cooperative networks between communities and government and private interests. The result will be a complex land-use checkerboard where every party wins—and the land they all depend on is protected and nurtured not just for now, but forever.

Manyara Ranch: At the Crossroads of Everything

The Manyara Ranch is a fascinating microcosm of virtually everything AWF does and stands for. Acquired in cooperation with the Tanzania Land Conservation Trust (TLCT), the 45,000-acre Manyara Ranch is a working livestock enterprise that happens to occupy a vital wildlife corridor between Lake Manyara National Park and Tarangire National Park.

When the land was first made available (it was formerly a struggling, government-run operation), private development was fiercely opposed by conservationists. And yet the idea of making the ranch a National Park was equally unacceptable. So much of Tanzania is already protected parkland, and in the process countless people have been displaced without compensation. Worse yet, one of the more attractive options—giving the land to the local community—was bound to turn habitat into farmland, as hungry people plowed under their future to feed themselves today.

The result was a compromise—the land is being held in trust for the community but managed by AWF through the TLCT. By working the ranch, AWF is able to track and study wildlife movement between parks, ensure the continued migration of wildlife, and provide jobs and income to the local community in the form of game scout work, ranch work, and tourism



Clive Jones, Manyara Ranch Manager, teams up with local people to report on ranch progress to AWF trustees.

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enterprises. In fact, local community members are always given preferential consideration for all jobs on the ranch.

In the past year, AWF has constructed living quarters for staff, including the rangers, game scouts and their families. We are working to rehabilitate a children's school that was on ranch property, moving it out of the wildlife corridor and giving it some long-overdue facility upgrades. Existing breeds of cattle and sheep are being improved, and we are now working with local Maasai to develop a market for beef at area tourist lodges.

In other words, Manyara Ranch is more than a wildlife crossroads—it is an intersection where people, animals and landscape meet and live and prosper together. It is a model for the future of conservation everywhere. It is a glimpse of the future of Africa itself.

Born to Wander

When wildlife is confined to a park, no matter how idyllic it may be, the animals can't range freely with the seasons. They can't mix their bloodlines. And sooner or later, the isolated population loses its vitality and dies out.

So for the past few years, AWF has been working to protect migration corridors where animals can move safely from one protected area to the next. Establishing a migration corridor is a complex process—especially when it crosses national borders. First, potential corridors have to be identified—we must make a "best guess" on which areas animals use when moving between key feeding areas. Then extensive research must be done—through careful monitoring, community interviews, and scientific analysis—to track actual animal movement patterns, land-use, vegetation, and water resources.

Sometimes the animals are not moving where we think

they are. Sometimes the potential corridor proves to be impractical simply because it lacks water, or has too many people.

Once the list of corridors has been narrowed down by research, the hard work begins: negotiating deals between government, private, and community stakeholders along the corridor's path. And convincing all partners to make wildlife migration a top priority.

In 2001 we established the Kitendeni corridor to help elephants move between parks in Tanzania and Kenya in the Kilimanjaro Heartland.

This past year, we focused on corridors in the Four Corners Heartland at the intersection of Zambia, Namibia,



Daryl & Sharma Balfour

Botswana and Zimbabwe. Out of ten potential corridors, we identified the three where animals are most on the move. They are: the Chobe-Hwange corridor that links Chobe and Hwange National Parks; the Chobe-Caprivi corridor that links Chobe NP with conservancies in eastern Caprivi and Zambia; and the Zambezi-Southern Kafue corridor. All three are rich with viable populations of elephants, buffalos,

Landscape Course

wildebeests and zebras. Because this is a transnational, transboundary area, AWF is doing a great deal of work brokering signed agreements between countries, communities, private ranches and other resource users – making sure that when wildlife has a will to migrate, it also has a way.



Kilimanjaro Heartland Coordinator Paul Ntiati recognizes Rangers who have completed the Ranger-Based Monitoring program.

No More Lone Rangers

There aren't enough field scientists on earth to monitor African wildlife effectively – but there are thousands of park rangers and game scouts who are eager help. All they need is proper scientific training. The RBM (Ranger-Based Monitoring) program pioneered in AWF's Virunga Heartland for the study of mountain gorillas, has been so successful that this past year RBM was expanded to the Samburu and Kilimanjaro Heartlands.

Working together, rangers in different parks and different nations can pool their data to create an invaluable macro-view of animal populations, migration patterns, and areas of high threat. And while some use satellite-linked GPS equipment

(Global Positioning System), a ranger can get by with a pencil and notepad. Specifically, the rangers and scouts are trained to collect data on target animal species, tree species and water systems; to monitor and mediate in human-wildlife conflicts; to report on habitat destruction activities like logging, charcoal-burning, and over-grazing; and to be on the alert for poaching.

What's more, data on human activities in protected areas can be used to help law enforcement concentrate their forces more effectively and to assess which interventions will work best. And data on animal movement can be used to help tourists show up at the right time in the right place. In other words, RBM is a win-win program for public and private interests alike.

Together, these game scouts and rangers make up a small army – working to defend some of the most valuable and vulnerable creatures on earth.

National Parks:

Jewels in the Conservation Crown

For all of AWF's emphasis on corridors, dispersal and transboundary areas, the National Parks and other protected areas are still the real gems of African conservation. Without them, all of our efforts would be in vain. Yet in spite of tremendous parks programs in countries like Kenya and Tanzania, these protected areas still need our support. Poachers still infiltrate them. And domesticated livestock wanders into them by the tens of thousands competing for water and grass. That's why AWF's support to these protected areas is a top priority.

In Amboseli National Park in the Kilimanjaro Heartland, for example, an aerial survey revealed that 17,000

novation

cattle were feeding and watering inside the park. In response, AWF rehabilitated a water pipeline and created a borehole outside the park – providing water for livestock and reducing the number of invaders ten-fold.

In the Samburu Heartland, AWF helped create a strategic management plan for the Samburu Game Reserve, with help from the U.S. Agency for International Development (USAID) and DGIS (Directorate General for International Cooperation).

In Tanzania, AWF worked with support from USAID to donate five new four-wheel drive vehicles to the Northern Zone Anti-Poaching Unit of the Tanzania Wildlife Division. These rangers monitor a vast area from Mt. Kilimanjaro to Tanga on the coast, and until now had only one vehicle to use in tracking and intercepting poachers. With \$131,000 in new vehicles, their reach and effectiveness has expanded dramatically. These vehicles complement another USAID-funded initiative in which the U.S. Department of Interior has provided on-site anti-poaching training to the staff of Tarangire and Lake Manyara National Parks. The vehicles fit into an ecosystem-wide anti-poaching network that includes a shared radio system linking Tanzania National Parks (TANAPA), the Wildlife Division, Manyara Ranch

and the private sector to better coordinate anti-poaching responses. And where wheels on the ground aren't enough, AWF is also taking to the air – cost-sharing an aircraft with Wildlife Conservation Society (WCS) to patrol the Maasai Steppe Heartland.

Small Village, Big Dreams

Cubo, Mozambique sits on the edge of the world-famous Great Limpopo Transfrontier Park on the eastern bank of Lake Massingir in Mozambique – some of the most breathtaking scenery in all of Africa. But until recently, their living depended on subsistence farming, charcoal burning, and livestock grazing. None of those were profitable. And none bode well for the land and wildlife.

So this past year, AWF helped Cubo community gain legal title to a stunning 28,726 hectares of land. And according to a new Mozambique law, communities now have the right to use their land as collateral in negotiating joint business ventures. Together, AWF and community leaders are exploring eco-friendly enterprises like sport fishing, surfing, boating, a tourist lodge and more.

The dream became a reality on July 17, 2003, when AWF's White River Center hosted a special ceremony handing over the Land User Rights certificate to the people of Cubo. Cubo's traditional leaders and officials from the Limpopo National Park attended the function, celebrating the first step in a plan that will bring enormous benefits to the people – while conserving tens of thousands of acres of the most beautiful landscape in the world.

Vicki Leslie



Vehicles line up to enter the popular Tarangire National Park, one of many parks that receive substantial support from AWF each year.

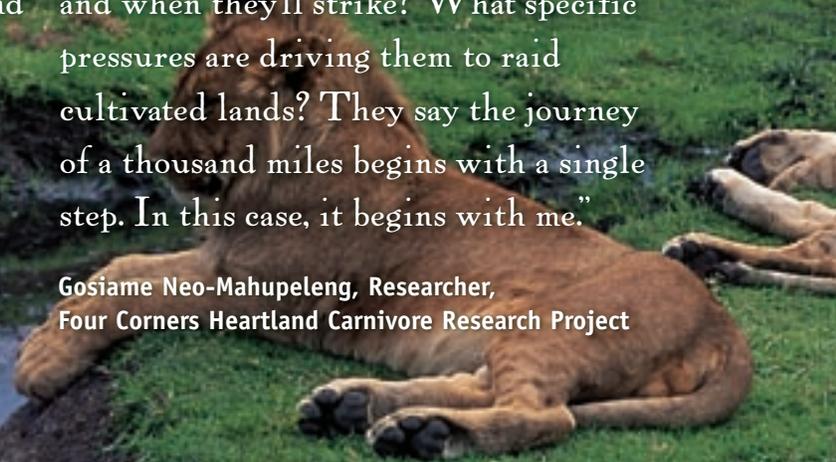
“The lion cubs are jumping on my Land Rover and people think ‘how cute.’ But I’m thinking, ‘Why aren’t they afraid of my car? Where is their mother? What does this teach us about lion behavior?’”



“As a kid, I watched lions with wide-eyed wonder. Today, I use radio collars with GPS. I’m learning everything I can about carnivores in the Four Corners Heartland – lions, hyenas and wild dogs. They’ve been crossing the river into Namibia, killing cattle, then sneaking back to the safety of the park in Botswana. The people are fighting back – and to make things worse, the carnivores carry

livestock diseases back into the park. To find a solution, we need more information. Careful research is the backbone of good science, and science is the backbone of real conservation. What are the carnivores’ favorite routes? Can we predict where and when they’ll strike? What specific pressures are driving them to raid cultivated lands? They say the journey of a thousand miles begins with a single step. In this case, it begins with me.”

Gosiame Neo-Mahupeleng, Researcher,
Four Corners Heartland Carnivore Research Project





Species Conservation

Daryl & Sharma Balfour



It's not as recognizable a predator as the lion or hyena, but the African wild dog plays an important role in eliminating sick animals. AWF works to protect this rare species through research projects in its Heartlands.

Knowledge Is Power

Research, observation and confirmation. Tracking, tagging and tallying. The everyday work of species conservation requires a logical head and a patient heart. But in species conservation, knowledge is truly power.

The more we learn, the better our strategies for conservation become.

That's why the African Wildlife Foundation has always placed hard science at the forefront of our efforts. And we're proud to say that we've done it through the brilliant and painstaking efforts not only of western scientists, but of Africans. For over forty years, we have led the charge to train and educate Africans to take the land into their own hands – to the extent that more than 85% of AWF staff on the ground are, in fact, African born and raised. Someday this will be the norm for organizations all over the continent. At AWF, it's the way things are today.

Carnivores: Up Close and Personal

It's easy to take a snapshot of a lion. It's a lot harder to get the real picture on its life, its habits, and its health. It takes years of patience, observation and in-depth study.

In December of 2002, AWF launched a three-year program to track three of the major carnivores in the Four Corners area: lions, hyenas and wild dogs. The program is being headed up by Gosiamo Neo-Mahupeleng, a biologist who had spent the previous three years studying carnivores – mainly lions – at Chobe National Park in Botswana on the Zambezi River. Using genetic research, Gosiamo discovered that the lion population was heavily inbred – in fact, some of the male lions had headed their pride for more than eight years. Gosiamo theorizes that because 75% of the margin of the park is settled by humans, the lions aren't able to migrate, and challengers to the older lions aren't able to reach them to introduce much-needed genetic diversity.

On the other hand, Gosiamo also discovered that some lions, hyenas and even wild dogs were crossing the Zambezi River over into Namibia, where small human communities practiced subsistence farming. The carnivores kill local cattle, then escape back across the river into the national park. To make matters worse, they often picked up livestock diseases that were then introduced to wildlife in the national park.

It is a problem that demands a solution. And as Gosiamo puts it, "the first step to solving a problem is to understand it." So AWF is expanding his research to both sides of the river. Using radio telemetry, spoor samples, and even questionnaires, the Carnivore Project is working to answer questions like: do the carnivores seek out the cattle or just wander randomly into grazing areas? Is there a seasonal pattern to their movement? If so, can rangers be alerted and extra staff deployed to

protect the Namibian villages at certain times of the year? Can animal husbandry practices be modified to protect against lions?

In the end, the Four Corners Carnivore Research Project will help governments, local communities, park rangers and ranchers predict carnivore movement, prevent collateral damage, and significantly reduce conflict with our fellow kings of the food chain.

Elephant Research: Rolling Back Boundaries

Elephant research has always been an AWF hallmark—but 2002 and 2003 brought tremendous progress in pushing back the boundaries that prevent us from seeing elephants in their full, larger-than-life context. For here are creatures with such wide-ranging needs and habits that transboundary research and management is not simply an innovative way to approach them. It is the only way.

In the Zambezi Heartland, AWF completed a pioneering survey of the elephant populations of the Zambezi River valley—an effort funded by the government of the Netherlands. Here, 21,000 elephants roam across a area spanning 30,000 square kilometers of Zimbabwe, Zambia and Mozambique. No work has ever before treated these contiguous elephant populations as one entity.

In the Maasai Steppe Heartland, the Tarangire Elephant Project continues its research, yielding important conservation benchmarks that will be used for years to come. And in the Kilimanjaro Heartland, research (funded by the U.S. Fish and Wildlife Service—USFWS) into the cross-border elephant population in Tanzania and Kenya has not only increased our knowledge base, but has also led to increased transboundary

cooperation, as Kenyan and Tanzanian officials begin to share knowledge and resources. Together, they are forging ways to lessen the conflict between people and elephants—and brighten the prospects for both.

New Life for the Grevy's Zebra

The Grevy's Zebra is taller than its cousins, more slender, with handsome black stripes placed unusually close together. But the most beautiful zebra of them all is also the most endangered. Confined to parts of Ethiopia and Kenya, only 3,000 still survive. Most of these live in the Samburu Heartland—the only real concentration of the species left anywhere.



Craig R. Sholley

In the past, Grevy's Zebra was hunted mainly for its skin. Today, threats include expanding, incompatible human settlement and competition with livestock for water and grazing. And in some areas, irrigation has reduced the flow of rivers and made surface water scarce. Conservation and management strategies are desperately needed to save and sustain a healthy

Species Conservation

population. So for the past year, AWF has been conducting intensive research (funded in part by The Disney Wildlife Conservation Fund) to answer the following questions: What is the number and distribution (in space and time) of Grevy's Zebra in different areas of the Samburu landscape? Are there critical resources that limit the distribution of Grevy's Zebra and if so, what are their variations?

Since only a small proportion of the Grevy's range is in a protected area, this data is crucial to helping groups like the Kenya Wildlife Service (KWS), the Samburu County Council, private landowners and AWF create community conservation efforts aimed at securing crucial zebra habitats. Already, we are beginning to understand the threats to Grevy's Zebra. Now we need to slow their decline. With your help, we could soon witness their recovery.

Rhino Resurgence

If Grevy's Zebras are dwindling, Africa's rhino population is lucky to be here at all. In the last 30 years, vicious poaching has slashed their numbers by 90%. AWF was at the forefront

Mark Boulton



of the fight to stop poaching and rhino horn sales. But more had to be done. AWF helped to reintroduce rhinos to the land,

both in fenced sanctuaries and free-range habitats. Today, numbers are up from 13,109 in 1999 to more than 15,000. But as the murder of two Kenyan park rangers in May of 2003 shows, the fight is far from over.

The eastern black rhino in East Africa, for example, still stands on the brink of extinction, with only 485 animals

remaining. So for the past year, AWF has been focusing tremendous effort on this species, particularly in Kenya and the Ngorongoro Conservation Area (NCAA) in Tanzania. While there are only 16 black rhinos there today, the land has the capacity to hold as many as 2,500. The conservation goal is to increase their numbers by at least 5% a year for the next ten years.

Already, AWF has helped surveillance by constructing a fixed ranger outpost outside the Ngorongoro Crater. Inside the crater, fire is used as a management tool to weed out unwelcome species and unpalatable weeds. We have provided NCAA rangers with equipment such as global positioning tracking sets. And we have arranged regular patrols to monitor rhino movement and protect them from poachers and intrusions by domestic livestock. Recently, AWF supported a major stakeholder's workshop with the Frankfurt Zoological Society to draw up a management plan for rhinos in the NCAA.

Our next step: a comprehensive rhino management plan that brings together government and community resources to guarantee the black rhino a bright future.

Mountain Gorillas Under Fire

Caught in the cross-fire of lingering unrest and humanitarian crises, the mountain gorillas in the Virunga Heartland are still battling to hold their own. Another transboundary Heartland spanning four parks in three nations, Virunga enjoyed relative stability this year in the Rwandan and Ugandan areas.

But in the Democratic Republic of Congo (DRC), horrific fighting has led not only to the slaughter of gorillas and destruction of habitat, but the death of 20 park guards in the Virunga National Park in the last few years—while hundreds of civilians have died from anti-personnel mines.



The beginning of peace in the DRC holds out promise for next year, but it could also lead to new dangers. A Canadian oil company, for example, has discovered oil reserves beneath Virunga's lakes, raising the real possibility of habitat destruction on a vast scale.

AWF continues to work in the area through the International Gorilla Conservation Program (IGCP), a coalition comprised of AWF, Fauna and Flora International (FFI) and the World Wide Fund for Nature (WWF). In the past year, IGCP has made significant progress in helping rangers in all three nations coordinate their anti-poaching efforts—to the point that some poachers in Uganda were literally caught in the act.

One of IGCP's most significant (and costly) accomplishments this year has been the purchase of a tract of land 350 meters wide and 12 kilometres long on the southern border of the Bwindi Impenetrable National Park. Gorillas were constantly leaving the park to feast on bananas, sweet potatoes and sugar cane raised by local farmers. The farmers,

in turn, were becoming more and more desperate, and more and more hostile. Purchasing this land on behalf of the gorillas provides an important buffer zone for people and wildlife alike, and will soon be a platform for conservation enterprises to generate income for the villages, including community tourism lodges.

Tipping the Scales for River Fish

They may not be as mysterious as gorillas or as majestic as lions—but fish are wildlife, too. And in the massive Zambezi River system, they are not only vital to the ecosystem but to the diet of millions of people. Yet little is known about the species, their movements or the size of the stocks.

With funding from USAID, the Ford Foundation and the government of the Netherlands, AWF conducted a massive survey of the lower Zambezi, identifying the 17 most prevalent species, monitoring water quality and starting a process that is already leading to better fisheries management.

For the first time in history, we have real data on the effect of the human population that depends on the river, on the use of incompatible fishing methods (like small-mesh nets which capture juvenile fish before they've had a chance to mature and create offspring), incompatible land uses (like deforestation, which leads to erosion and massive deposits of silt in the river), and the over-fishing that springs from Africa's growing appetite for protein.

For the first time in history, we are beginning to help governments and communities work together to improve water quality and create sustainable community-based fisheries. After all, if teaching a man to fish is good, isn't teaching him to conserve fish stocks for the future even better?

“We’ll never have enough rangers, scouts, and wardens to keep loggers out of this forest. But we do have plenty of bees.”



“In the Samburu Heartland, the forests were disappearing fast. What the loggers missed, the villagers took for charcoal. And as forest blocks vanish, so does the wildlife. But there was one forest resource potentially as valuable as lumber. Beekeeping is an ancient practice here. Their hives grow wild, and are

famous for being pure, healthy and pesticide-free. We are helping these people improve their techniques, increase their harvest, grow their enterprise, market their goods. One enterprise recently sold 4,000 kilos of honey to an outside buyer. Now they have more economic incentive to conserve forests than to destroy them. And that’s the sweetest news of all.”

Fiesta Warinwa,
AWF Samburu Heartland Coordinator



Conservation Enterprise

David Thomson



Maasai women wear these collars around their necks, but tourists love to hang them on their walls—making handicrafts like these a key conservation enterprise.

The World's Last Chance to Get It Right

People enter the land. They extract the resources. They move on—leaving behind bare hillsides, dirty rivers and devastated wildlife. It's been that way since time immemorial. And the more people there are, the worse it gets. But in Africa, there is still time to make a change. The wildlife is in retreat, but it is still here. The landscape is being eaten away, but huge blocks of forest and grasslands remain. In Africa, the global community has one last chance to get it right.

If only people could live off the land without destroying it. If only they could run businesses that actually profit from conservation instead of exploitation. If only they could run operations that literally motivate them to protect their own heritage for generations to come.

The fact is, they can. At AWF, we call that solution "Conservation Enterprise."

Money From Honey

The Samburu Heartland in northern Kenya has some of the largest intact landscapes left in Africa—including huge forest blocks. These forests are home to an amazing biodiversity, a shelter to countless plant and animal species found nowhere else. Yet they, too, are under pressure from charcoal production, cedar extraction, dry season grazing and generally poor forest management.

The answer, believe it or not, comes in a noisy, bright-colored, one-inch package. The answer is the African honeybee.

Kenyan forest hives produce honey that is world-famous for its flavor. After all, they are far away from agricultural areas and the pesticides that come with them. The potential market for this delicacy is huge, yet relatively little is actually produced simply because of poor beekeeping techniques. In the past, poor beekeeping has actually led to devastating forest fires, as crude attempts to smoke the hives raged out of control.



Vicki Leslie

With AWF's help, Kenyans are developing safe, efficient, and forest-friendly techniques for harvesting their world-famous wild honey.

Enterprises

Now, all of that is changing. With funding from USAID, along with the European Commission, AWF has focused on apiculture as a key Conservation Enterprise, because it literally rewards people for keeping their forest blocks intact. Today we are helping community after community improve the quality of their hives, form strong community associations, and develop market outlets for honey and beeswax products. Their standard of living is going up, even as their encroachment on the forest is going down.

For the first time, the people in Samburu Heartland are motivated to conserve their natural resources. For the first time, human and wildlife interests are lined up side by side. Everybody prospers. Everybody wins.

Memorandums of Understanding, Messages of Trust

Trust is the backbone of any good relationship. When AWF sits down with a local community to create conservation enterprises, we first sign a document—a Memorandum of Understanding (MOU). The MOU builds trust, creates accountability, and lays the foundation for a long and fruitful relationship.

In April of 2003, AWF signed an MOU with the Sankuyo Tshwaranagano Management Trust, a community-based trust located east of Moremi Game Reserve in Botswana. At the heart of the memorandum was a commitment to help with Conservation Enterprises. Sankuyo already had a tourist lodge and some campgrounds, but the lodge had fallen into disrepair.

As you read this, an extensive reconstruction of the Santawani lodge is underway, including six new chalets built

to high standards, and special training sessions for the hotel staff to help make Sankuyo an unforgettable experience for visitors from around the world.



AWF staff check out construction progress on Botswana's Santawani lodge, created by a partnership between AWF and the Sankuyo community.

In October of 2002, AWF signed a MOU with the Sekuti—a chiefdom along the Zambezi River. Rich in natural resources, the Sekuti owned several prime islands in the middle of the river, ideal sites for profitable Conservation Enterprises. The only problem was, they weren't organized. They had no community land trust. And private interests were able to exploit the situation to gain illegal access to the islands, setting up businesses that were accountable and profitable to no one but themselves.

It took a lot of determination and a little litigation, but AWF helped the Sekuti form a land trust and secure their rights to the islands. The abuse of their land is behind them and a new prosperity lies ahead.

Conservation En

Of Lions and Tigerfish

In Chezya, at the confluence of the Matetsi and Zambezi Rivers, the water is wide and crocodiles are everywhere. You can't go swimming. But if you love to fish, you're not just in luck—you're in paradise. There are chessa and kariba tilapia fish, redbreast tilapia and eastern bottlenose fish, cornish jack, bream and brown squieker, the gigantic five-foot vundu catfish and, yes, the notorious tigerfish.

Tigerfish are ferocious predators and are armed with a set of razor-sharp teeth, which can easily take off a finger.

The jaw is bony which makes the use of big, sharp hooks



Nov. 7, 2003—The Chezya community celebrates the opening of their Sport Fishing Camp in a ceremony opened by Zimbabwe's Minister for Environment and Tourism.

AWF is helping the local community create the Chezya Sport Fishing Camp. Already, three community river guides have been trained in natural resource management law, plant identification, swimming and rescue operations. They stand ready to guide fishermen on the river, regulate fishing techniques and monitor the resource base.

The next step: a lodge to make Chezya one of Africa's top sports fishing hot spots. Thanks to your support, the rivers in Zambia are becoming rivers of plenty.

Safaris on Foot Give Villagers a Shot in the Arm

The Ol Molog village in West Kilimanjaro controls more than 100,000 acres of community land teeming with wildlife. Once the area was given the status of Wildlife Management Area (WMA) by the government, AWF began exploring ways to help the people of Ol Molog use the land in an eco-friendly way. The solution came in an AWF-brokered relationship with Hoopoe Adventure Safaris. Together with the Ol Molog villagers, Hoopoe is now developing a high-end ecolodge near the village, and a luxury campground farther afield—a perfect base for walking safaris.

The first hitch in the plan came when current walking trails proved too dusty in the dry season and too muddy in the rainy season for even the most adventurous hiker—and quite impassable for the vehicles needed to transport supplies to the campground.

AWF's search for an alternative route turned up an old track created by the Germans in WWII. It needs a little work, but it is stable, drivable, and filled with fresh lion prints—proof that adventurers who hike the Ol Molog trail will get everything they bargained for.

With a little transportation help, the people of Ol Molog are now hard at work digging and rehabilitating the path—blazing a trail to a future that is brighter for humans and wildlife alike.

tempises



In a deal brokered by AWF, Wilderness Safaris presents a check for R150,000 to train 15 young men as field rangers for South Africa's Makuleke lodge.

Putting an Ancient People Back on the Map

National parks are key to all conservation, but they have their drawbacks. Take the Mingha people, for example. For almost seven hundred years, they lived on the land between the Shingwedzi and Limpopo rivers in South Africa. But in the early 1900s, that land became part of The Kruger National Park. And in the process, the Mingha's homes became history as they were systematically forced to leave.

But now things are starting to change.

Under South Africa's post-apartheid land

restitution law, the Mingha have laid a claim to the entire northern section of the park. They have no intention of damaging the park, but they do want a say in its management, a share in its profits, and the right to travel freely through it.

Their first steps look promising. With a grant from the South African Poverty Alleviation Fund, they have built a tourist lodge and cultural village just 7 km from one of the park gates. And they have established a 5,000 acre Community Nature Reserve right next to the park. What they need now is a strategic plan for the future, and that's where AWF has stepped in.

Together, we are exploring ways to increase their tourist capacity, and to create new linkages with The Kruger National Park. Together, we are helping a proud and ancient people finish their long journey home.

Tourist Lodges Give the Whole Community Shelter

Building a tourist lodge on community land isn't easy. There are negotiations to be conducted, contractors to be hired, jobs to be awarded. So in 2002, South Africa's Makuleke Communal Property Association in South Africa asked AWF to ease them through the logistical rapids of developing a second lodge on community land.

With funding from The Ford Foundation and AWF's core donors, AWF's White River Conservation Center has mediated several meetings to help the community select an appropriate development partner. Together, they hammered out a R45 million (\$6.5 million) joint venture deal to build a state-of-the-art 88-bed lodge, and to train and employ 15 young men to work as field rangers.

The Makuleke lodge will bring in tourists and provide jobs for the local community—all while making conservation the key to their livelihood for years to come.

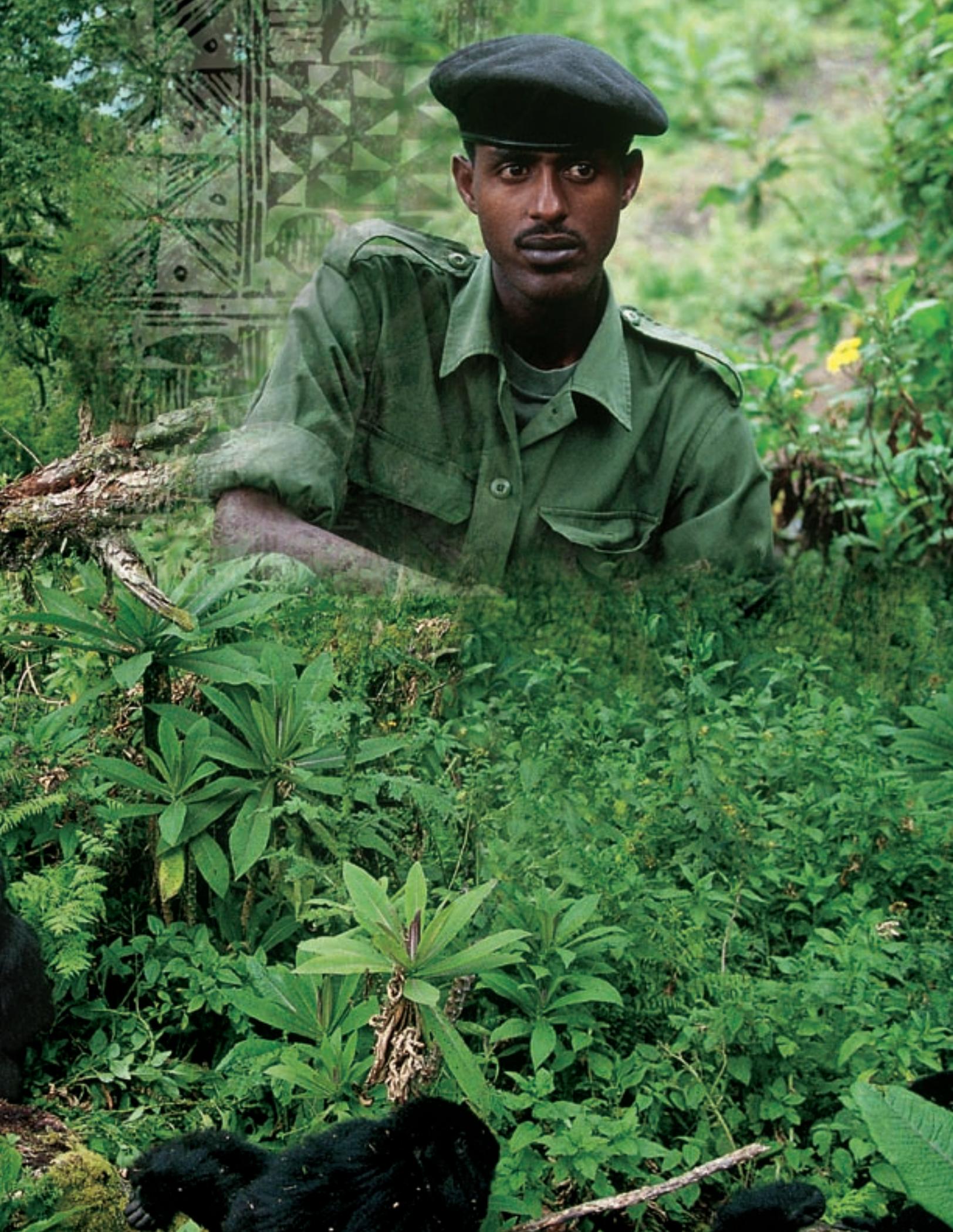
“There is one huge difference
between a 500 pound gorilla
and a 150 pound man —
the gorilla is far
more vulnerable.”



“For twelve years, we had to dodge the guerillas to reach the gorillas. The rebel militia could ambush us anywhere along the 90 km drive through deep forests and rugged mountains. As dangerous as it was for us, the threat to the mountain gorillas was even greater. At least we could get an army escort—the gorillas have hardly any one to protect them.

As a recipient of AWF’s Charlotte Fellowship, I was able to travel to England to earn my Master’s in Applied Conservation Ecology. Now I’m better equipped to carry on the campaign to save the mountain gorilla from poaching, from population pressures, from becoming casualties of war. The truth is, there are few animals on earth as strong as a mountain gorilla. Or as fragile.”

Eugène Rugatarama, Program Director,
International Gorilla Conservation Program



Conservation Leaders

Building Skills, Building Strength, Building Leaders

You can add capacity to your program with a new building. You can strengthen it with a new Land Rover. But at AWF we believe the most effective way to add capacity is to invest in people—to train them and equip them to become conservation leaders in their own right.

There is so much more that could be done, right now, to conserve Africa's wildlife if only there were more African people who had the skills to do it. More African scientists to undertake research on vital species and habitats. More game wardens and scouts and rangers to monitor movement and deter poachers. More community leaders who know how to access the resources in order to steer own development. More government officials who are committed to conservation and have the skills to manage it across political borders and international boundaries. More management-level experts to help oversee parks and Heartlands programs.

The truth is, buildings and cars and computers can transform a program. But it takes people to change the world.

The Charlotte Conservation Fellowship: Investing in Excellence

AWF has always placed a high priority on training Africans to conserve their own heritage. Every year, we build on that

promise by awarding several Charlotte Conservation Fellowships to enable deserving candidates to pursue further study in Africa and overseas. And return better prepared than ever to make a difference.

In 2001, AWF awarded a Charlotte Fellowship to Eugène Rutagarama. For years, Eugène has risked life and limb to work with mountain gorillas in the midst of a vicious civil war. His journey to England to earn a Master's in Applied Conservation Ecology was tame by comparison, but he has returned better equipped to analyze issues, set priorities and make management decisions—sharing his important work to academic colleagues all over the world. And earning AWF invaluable partners in the struggle for the gorillas that Dian Fossey and so

many others have given their all to protect.

Eugène's life-long investment in conservation has now been recognized by AWF's investment in him. But in the end,

2003–2004 CHARLOTTE FELLOWS

Martin Thobias Loibooki of Tanzania is a gifted conservation manager who has been invaluable in the implementation of AWF strategies in the Maasai Steppe Heartland. He will pursue a Ph.D. in Natural Resources Management at the Greenwich University, UK.

Bernard Mombo Kissui is carrying out vital research on the Tarangire lion population in Tanzania—lions now at the center of a hunting quota controversy. Bernard is in his second year of a Ph.D. in Ecology, Evolution and Behavior at the University of Minnesota.

Benson Ouma Okita has been a long-time champion of the black rhino. A Research Scientist with the Rhino Programme of the Kenya Wildlife Service, Benson will pursue an MSc in Conservation Biology at the University of Kent at Canterbury.

Chola Mfula is an emerging leader in the conservation movement in Southern Africa. He will use his MSc in Economics and Management of Rural Development from the University of Manchester to explore community-based natural resource management.

Omba Moise Zanga Indwa of the Democratic Republic of Congo is a cartographer and researcher who plans to study the impact of hunting on the Biosphere Reserve of Bombo-Lumene. He will pursue a two-year Diploma in Wildlife Management at the Ecole de Faune de Garoua in Cameroon.

Benjamin Nyamai Mwongela is a Senior Enterprise Specialist for AWF, and is working to develop strategies for AWF's enterprise program in the Kilimanjaro Heartland. He will pursue an MBA by distance learning with the Eastern and Southern African Institute, Arusha and the Maastricht School of Management, Netherlands.

Hassan Boru of Kenya is completing his BSc in Wildlife Management and Conservation at Nairobi University, Kenya. Though relatively young in his conservation career, Hassan promises to become invaluable to activities in the Isiolo region of Samburu Heartland.

Geoffrey Kariuki Chege of Kenya has done painstaking work on the black rhino, the white rhino, and the zebra. He will hone his considerable field skills with an MSc in Conservation Biology at the University of Kent at Canterbury.

Leadership

the real beneficiaries are our primate cousins still roaming the misty mountainsides, still standing on the brink of extinction.

Rangers Get a Wider Range of Skills

AWF has been training African people to take the lead as park rangers and game scouts since 1961 – and last year was no exception. Our Ranger-Based Monitoring (RBM) program (see article in *Landscape Conservation*) has brought the science of scouting to a new level where data is shared across national boundaries, wildlife is monitored up to the minute and poachers can literally be caught in the act.

Nowhere was the excitement over RBM more evident than in the Samburu Heartland, where AWF's Heartland team led a five-day RBM training this past April. Rangers and wardens came from the Buffalo Springs, Shaba and Samburu National Reserves, along with game scouts from surrounding Group Ranches.

Together, they learned to collect data on Samburu Heartland's conservation targets and threats, making them both more effective and more accountable—and helping everyone concerned make better-informed choices on wildlife management issues.

Helping Villagers Mind Their Own Business

To the northwest is Tanzania's Lake Manyara National Park, home to the lake, pristine groundwater forest, and the highest elephant density in East Africa. To the south and east lies the vast Tarangire National Park. And connecting them is one of



Rwandan ranger François Bygirimana prepares AWF trustees for a rare glimpse of the endangered mountain gorilla.

David Thomson

the critically important wildlife corridors on earth—the Kwakuchinja wildlife corridor.

The Manyara Ranch—managed by the AWF-sponsored Tanzania Landscape Conservation Trust, occupies a good part of that corridor, but certainly not all. Situated right between where the Ranch ends and Lake Manyara Park begins are the Maasai communities of Esilalei and OI Tukai.

Esilalei and OI Tukai share the same problems as most Maasai communities. Traditional cattle herders, they have always lived in harmony with the land and the wildlife. But as other, more agricultural groups expand onto their lands, their cattle range shrinks. And they are forced to turn to agriculture themselves in order to survive. The victims are their traditional way of life, the landscape, and, of course, the wildlife.

Conservation Leads

David Thomson



AWF is helping the Maasai develop land-use strategies that protect their traditional cattle-herding way of life in spite of increasing pressure from the growth of agriculture-based communities.

The solution is to increase their capacity to manage their community and create successful micro-enterprises that don't eat away at their land or their heritage.

This past year, AWF worked with support from USAID to launch dramatic capacity-building initiatives in both villages. Eighty people in nine management groups (four for each village and one supervisory group) are being trained to improve governance and leadership structures at the village level. And village-based committees are receiving specialized training in natural resource management, ecotourism and enterprise management.

Better yet, both Esilalei and Ol Tukai are creating land use plans for their areas. And Ol Tukai has hired three village game scouts and created a patrol base to enhance the protection of the corridor.

All too often, the direct benefits of capacity building—jobs and income—fall disproportionately to men. In Esilalei, USAID and AWF have tackled this problem head-on. Together, we are helping the women of the village create a modern cultural

tourism center next to their boma—a traditional building where Maasai people live together with their livestock.

The cultural center will be a place to sell handicrafts like embroidered dog and cat collars, belts and neckbands. Since more than 100,000 tourists travel to this area every year, this cultural boma has the potential to become one of the most successful cultural tourism facilities in northern Tanzania. For the first time, the women of the area will be able to make their own contribution to—and reap the direct benefits of—the conservation of one of the most important remaining wild lands in the world.

The Aquatic Resources Working Group: Going to School on Fish

From the Chezya sports fishing camp to extensive fish and water quality research on the Zambezi River (see previous sections), the Zambezi River system has become a key conservation emphasis for AWF. And no wonder. Fisheries feed 300,000 people in the upper part of the Zambezi River alone. And they contribute enormously to local economies—



A cultural tourism center takes shape in Esilalei—bringing economic benefits directly to African women.

Hassan Saheedina

Leadership

the freshwater sardine catch in Lake Kariba yielded 30,000 tonnes of fish worth US\$55 million in 1993, and it has only gone up since then.

Yet the Zambezi system spans all four nations in the Four Corners Heartland. To manage the region's fisheries effectively, to monitor water quality, to keep track of fish yields and fishing activities, a multi-national management capacity must be created—and that is exactly what AWF and partners are working towards. Last year, we created the Aquatic Resources Working Group which has already completed not only its own studies, but is playing a supervisory role in a wider multinational study, making sure that standard methods are applied and the tracking schedule is followed.

Specifically, the Aquatic Resources Working Group will document migration patterns and home ranges for selected species; record the effects of fluctuations in water level, temperature changes and seasonality on fish migration behaviour and breeding; document cross-border fish movements, and much more.

Ultimately this information will lead to a co-management system for all the stakeholders and all the countries that share the incredible bounty of Zambezi River.

High Honors for a Top Conservationist

She has devoted her life to drawing attention to the plight of the mountain gorillas. She has raised countless dollars on their behalf from a huge variety of donors. She has done landmark scientific work on forest ecosystem conservation. And since 1995, she has been director of the International Gorilla Conservation Program, working in Rwanda, Democratic Republic of Congo and Uganda (the IGCP is funded by a

consortium of African Wildlife Foundation, Fauna and Flora International and World Wide Fund for Nature).

It's not surprising, then, that this year Annette Lanjouw's remarkable contribution was recognized by the first National Geographic Society/Bufett Award for Leadership in African Conservation.

The \$25,000 Bufett Award was established through a gift from the Howard G. Bufett Foundation, and will be presented annually by National Geographic in recognition of outstanding work and lifetime contributions that further the understanding and practice of conservation in Southern, Central and East Africa.

Howard Bufett, who helped create the award and choose the recipients, is the son of investment guru Warren Bufett—and an Illinois agribusinessman and internationally published agricultural and wildlife photographer. "Southern and East Africa is a region I care deeply about," Bufett says. "Through this award and by working with National Geographic, we are able to honor those that may not have otherwise received recognition for their outstanding work in African conservation."

AWF has known for years that Annette is one of the real heroes in the conservation battle. Now the rest of world knows it, too.



Howard Bufett

Wildlife photographer and conservationist Howard Bufett with Annette Lanjouw, the first winner of the National Geographic Society/Bufett Award.

Public Education

For most people, Africa is not exactly top of mind. If we expect them to catch our vision, we need to reach and educate and motivate them. "Public Education and Outreach" is AWF's effort to touch the hearts and minds of people who have the desire to help—and the will to make a difference.

Public Relations:

Making Points With the Media

The communications and marketing department is the "point of contact" for everything from media relations to lecture tours. Every week, the National Geographic Society calls on us for specific information to use in its own publications, and we are constantly approached by TV stations and film companies hungry to collaborate on projects that explore the beauty and mystery of Africa's wildlife.

Great Magazines – Tremendous Partners

The only thing more effective than advertising in magazines is partnering with them—and becoming part of their editorial mix. This year, AWF worked with *Nature's Best Magazine* and *Africa Geographic* to reach new audiences all over the world.

The winner of more than 20 citations and awards, *Africa Geographic* is recognized as the world's leading magazine on the wonders of Africa. Every issue is filled with information about Africa's flora and fauna, as well as indigenous cultures and nature travel destinations. In October 2002, *Africa Geographic* published a special issue featuring a 10-page spread on the 40 year history of the African Wildlife Foundation. This issue was mailed to 10,000 AWF members and to all the readers of *Africa Geographic*. Since then, each monthly issue has featured a two-page spread on AWF projects. *Africa Geographic* has a particularly strong audience in Africa itself—giving AWF top-of-mind awareness where it matters most.

AWF also launched an exciting collaboration with *Nature's Best Magazine*. In keeping with the Nature's Best Foundation's mission to "inspire a greater appreciation and stewardship of the natural world through photographic documentation," *Nature's Best Magazine* used their Spring 2003 issue to celebrate AWF's more than four decades of conservation success, highlighting our work in six Heartlands. Sent to a targeted audience of nature lovers, photographic hobbyists, professionals, and Africa enthusiasts, this issue had a global circulation (including newsstand) of 35,000 to 40,000.

Conquering the World Wide Web

The difference is like night and day. From beautiful landscape panoramas to Success Stories and Heartlands updates, AWF's Website was redesigned this year to be more inspiring, more helpful, and more worthy of AWF's leadership position.

Users can gather information and tips on where and how to travel in Africa in the new safari-planning section. They can study animal profiles, explore links to community enterprises, and get the latest AWF headlines. In other words, www.awf.org has become one of AWF's premier education and outreach tools.

Since the redesign, the overall number of users has grown, and the number of pages viewed per user has increased enormously—indicating that the average viewer is reading more, and getting more involved, than ever before.

To make sure our constituents get frequent news, AWF also publishes an in-depth electronic newsletter, *African Online News*. Already, subscriptions total about 5,800 users.

in & Outreach

Moving Messages for People on the Move

You're waiting for your bags at the airport, or traveling the moving sidewalk, when suddenly your eye is caught by a large, backlit poster. But it's not selling perfume. It's calling for conservation. It's promoting the work of AWF.

If that's happened to you, you're not alone. Millions of travelers at 18 major U.S. airports are getting the AWF message, thanks to the generosity of Clear Channel Airports and JC Decaux North America. Placed at "gateway" airports, and designed to reach travelers bound to and from Africa, these pro bono ads reach approximately 7.2 million passengers a year, and are valued at over \$3 million annually.

Of course, one of the best places to reach travelers is in Africa itself. People who are closer to the problem are more receptive to getting involved in African conservation. So this year, we continued to address tourists visiting regions of Africa where we operate. Through airport displays, ads in inflight magazines, special features in *Africa Geographic* magazine, and informational brochures distributed through tour operators, lodges and parks, we are reaching a growing number of people who've seen Africa for themselves, and who are willing and ready to get personally involved.

Grabbing Attention, Getting Results

Wherever opportunities to increase public awareness present themselves, AWF is there. We are there in people's homes every few months, with periodical mailings designed to reach new audiences and build new support.

We were there at the 2002 Africa Travel, Tourism and Gaming Show and Conference in Atlantic City, manning a display booth and giving presentations about travel to Africa.

We were there at the Wildlife Conservation Network

Expo and the American Zoo and Aquarium Association convention, again with booths, presentations and even speakers.

And in the Samburu Heartland, we there at the Safaricom half-marathon — where one of AWF's staff competed against some of Kenya's top runners in an event to raise funds for AWF's conservation partners in the area.

And Dr. Helen Gichohi, AWF's Vice President for Program, was there at Kenya's 2003 Women's HIV/AIDS run, a race designed to raise AIDS awareness in Africa. Helen and other AWF staff joined more than 10,000 women in the first event of its kind in Kenyan history.

More Members for More Impact

While some of AWF's projects are funded through government grants, we absolutely rely on individual donations to fund the day-to-day work of saving Africa's wildlife. Gifts range from as little \$15 to hundreds of thousands of dollars — but every dollar matters. Every donor counts.

That's why AWF has always regarded our members and supporters as our most important stakeholders — because they help us carry news of our work to others. More members means more clout when it comes to weighing in on policy issues in the U.S., in Europe and especially in Africa.

It is primarily your support, plus our more than forty years on the ground in Africa, that has earned AWF the reputation as the leading NGO (Non-Government Organization) working to save Africa's magnificent natural heritage.

Thanks to these efforts, and with your help, the number of AWF's member and supporters skyrocketed in fiscal year 2003, growing by a record 67% — a remarkable testimony to the public's growing interest in Africa, and to your growing confidence in the effectiveness and integrity of AWF.

How You Can Help Africa's Wildlife

Thanks to funds invested by U.S. government agencies, European governments, international organizations and major foundations, your dollars are leveraged almost 3:1 – a handsome return on investment.

But without your matching contribution, we cannot take full advantage of these grants.

Will you help?

Will you help make sure the rhino population charges back and the number of mountain gorillas continues to climb?

Will you help protect the lions and leopards, fill the rivers with fish, and conserve some the last untamed landscapes on earth?

Will you help create corridors where wildlife can move without obstacles and feed without fear?

Will you help empower entire communities to make wildlife their ally instead of their enemy?

Thank you for your support. All of us at AWF appreciate you and stand with you in this great and crucial cause.

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

Ways to Give

Cash or credit card gifts. This is our greatest need. You can write a check or make a contribution by VISA, MasterCard, Discover or American Express.

Gifts of appreciated securities. With this option, you receive a tax deduction for the full fair-market value of appreciated securities, avoiding all or part of your capital gains tax. Securities held by your broker may be transferred electronically to our account.

Giving at your workplace. If your workplace participates in the Combined Federal Campaign (CFC), you can contribute to AWF through payroll deductions. Many employers will match your gift, enabling you to double or even triple your contribution. AWF's CFC number is 919.

Gifts honoring a friend or family member. A contribution to AWF is a fitting and lasting memorial—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 wildlife while meeting personal estate and financial goals. Options include bequests and life-income gifts such as charitable remainder trusts and charitable gift annuities.

For more information, please contact:

African Wildlife Foundation,
1400 16th St., N.W., Suite 120
Washington, D.C. 20036
202-939-3333
toll-free: 888-4-WILDLIFE
e-mail: plannedgiving@awf.org

Letter from the Chief Financial Officer

For the world economy, fiscal 2003 was a weak year. But for AWF, it was remarkably strong—a testimony to the loyalty of our donors and the importance of our mission.

AWF ended the fiscal year with operating revenues of over \$15.5 million, an increase of \$6.2 million (or 66%) over fiscal year 2002. This includes multi-year pledges made by individuals to strengthen the work of AWF. Dramatic success stories fueled by these revenues are what this annual report is all about.

Over the fiscal year, AWF spent a total of \$11.7 million (\$3.9 million more than fiscal year 2002) to protect Africa's wildlife and landscapes, and to empower its people.

One of our strengths continues to be the broad support we receive from U.S. and European government sources. In fiscal year 2003, AWF received nearly \$7 million from government awards, up \$2.1 million from fiscal year 2002. Contributions from individuals totaled \$4.5 million, up \$1.8 million from fiscal year 2002. Funding from corporations and foundations more than doubled, totaling \$1.2 million in fiscal 2003. Finally, we received \$2 million in contributed advertising from 18 airports displaying some 140 inspiring posters throughout the United States and Africa.

As we faced the challenge of delivering results during an economic downturn, our reserves—created by endowments, bequests, and reinvestment and appreciated stocks and bonds—provided us with financial stability and important flexibility. Invested reserves totaled over \$5.7 million at the end of FY 2003, down slightly from \$5.9 million in FY 2002.

Supporting services expenses for finance, administration, and fund-raising were \$2.5 million, up \$937,000 from \$1.6 million last year. AWF continues to exceed charitable standards for program spending, with over 82 percent of total expenses devoted to our conservation programs and only 6 percent to finance and administration and 12 percent to fund-raising.

Rest assured that, as always, we are firmly committed to responsible stewardship of the funds you have entrusted to us. And while this past year's economic climate has been challenging, the good news is that our ability to deliver conservation results has never been greater. We have strong programs and talented staff. We have excellent partners and faithful donors.

Thank you for your generous support. Together, we are pursuing one of the most important and rewarding missions the world has ever known.



Thomas W. Nichols
Vice President for Operations and CFO

Funding & Financial Overview

STATEMENT OF ACTIVITIES

For the year ending June 30, 2003, with comparative totals for 2002

	2003	2002
CURRENT YEAR OPERATING REVENUES AND EXPENSES		
Revenues		
Individuals	\$ 4,509,585	\$ 2,714,689
Corporations and foundations	1,178,983	579,064
Government grants	6,954,475	4,846,091
In-kind contributions	2,028,462	34,000
Payout from invested reserves	768,505	1,018,029
Royalties and other earned revenues	37,891	117,126
Total operating revenue and support	15,477,901	9,308,999
Expenses		
Program expenses:		
Conservation field and policy programs	8,796,834	6,859,340
Public education	2,569,596	680,675
Membership programs	371,924	251,611
	11,738,354	7,791,626
Supporting services expenses:		
Finance and administration	917,651	752,235
Fundraising	1,621,276	849,959
	2,538,927	1,602,194
Total expenses	14,277,281	9,393,821
CURRENT YEAR OPERATING REVENUES OVER OPERATING EXPENSES	1,200,620	(84,822)
NONOPERATING ACTIVITIES AND PLEDGES		
NONOPERATING ACTIVITIES		
Bequests and endowments	421,255	1,418,313
Income from long-term investments	300,121	(489,752)
Payout to operations	(768,505)	(1,018,029)
TOTAL NONOPERATING ACTIVITIES AND PLEDGES	(47,129)	(89,468)
Increase (Decrease) in net assets	1,153,491	(174,290)
Net assets at beginning of year	7,546,920	7,721,210
Net assets at end of year	\$ 8,700,411	\$ 7,546,920

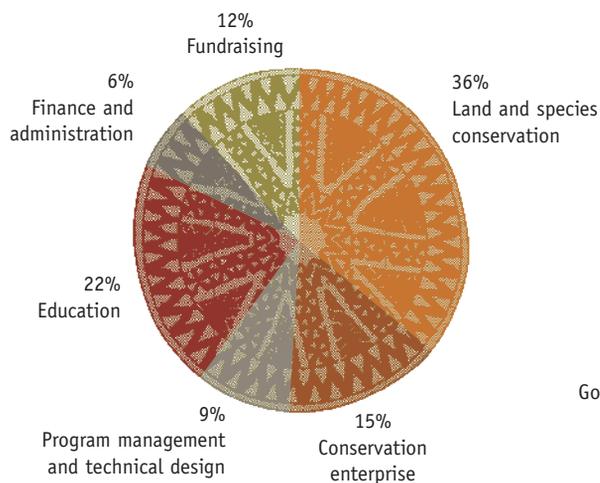
STATEMENT OF FINANCIAL POSITION

As of June 30, 2003

	2003	2002
ASSETS		
Cash and cash equivalents	\$1,258,276	\$ 611,410
Investments	5,717,047	5,952,872
Accounts receivable	173,760	98,886
Government grants receivable	717,096	1,000,846
Pledges and bequests receivable	807,557	192,700
Advances to subcontractors	767,408	-
Prepaid expenses	56,907	2,561
Net property and equipment	92,554	91,001
Office rental deposit	11,324	11,324
Beneficial interest in perpetual trust	247,330	15,594
Total assets	9,849,259	7,977,194
LIABILITIES		
Accounts payable and accrued expenses	484,648	314,127
Refundable advances	563,375	14,558
Annuities payable	100,825	101,589
Total liabilities	1,148,848	430,274
NET ASSETS		
Unrestricted	7,049,382	6,552,854
Temporarily restricted	1,356,115	791,890
Permanently restricted	294,914	202,176
Total net assets	8,700,411	7,546,920
TOTAL LIABILITIES AND NET ASSETS	\$9,849,259	\$7,977,194

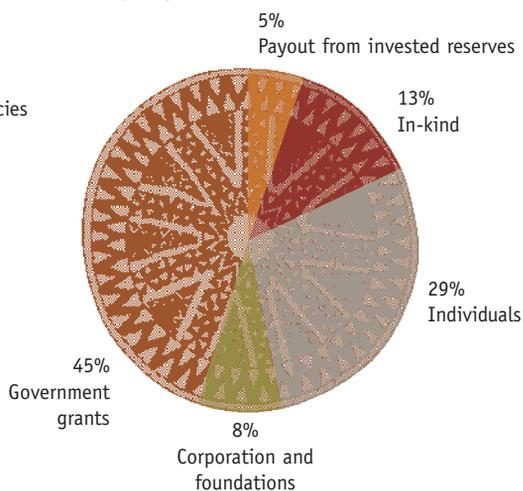
TOTAL EXPENSES

\$14,277,281



TOTAL OPERATING REVENUES

\$15,477,901



Pima: Program Impact Assessment

“Conservation scientists
have always been good at gathering data
and defining problems.

But we wanted to measure
something far more important.

We wanted to
measure results.”



“Conservation science is long on pointing out needs. But what about results? Shouldn't we be able to measure success

with the same rigor, the same objectivity that we measure the problem?

That's why AWF created the Program Impact Assessment (PIMA) system. Pioneered just two years ago, PIMA is a set of carefully selected measures of performance and impact. By collecting and constantly updating information on species estimates, their

ranges, migration routes, dispersal patterns, vegetation, water sources, seasonal patterns and much more, we are able to set benchmarks and measure our performance from year to year.

With this data we can determine if targets are being met and threats are being dealt with. With this data we can demonstrate where your dollars are going and what they've accomplished.

AWF is committed to nothing if not results. Now we have the beginnings of a process that will that demonstrate those results to the world.”

Dr. Helen Gichohi, Vice President for Program





P. PIMA: PROGRAM IMPACT ASSESSMENT



As an organization, AWF has always held itself to the highest programmatic and financial standards. But the field is where accountability matters most. The field is where wildlife lives or dies, where land is conserved or lost.

In its first two years, the Program Impact Assessment (PIMA) System is already generating a far clearer picture of where we need to focus our efforts in years to come.

The main outputs from this year's PIMA efforts are comprehensive reports for each Heartland detailing the status of conservation targets (species and ecological systems), threats to these targets, impacts of our conservation enterprise program, land leveraged for conservation management, and AWF Heartland capacity in terms of financial and human resources at each site.

Because PIMA is in its beginning stages, much of the data this past year was used to create baselines against which future years can be measured. It is the first step in a process that will make AWF accountable—and therefore more effective—in our campaign to conserve the last great reservoir of wildlife on earth.



With Much Gratitude...

Our deepest appreciation to everyone who supported AWF during the period between July 1, 2002, and June 30, 2003. 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 each and every friend of AWF.

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PHOTOGRAPHY BY CRAIG R. SHOLLEY



Craig Sholley's remarkable wildlife photography stems from a lifetime of hands-on conservation experience. Since going to Zaire in 1973 as a Peace Corps volunteer, Craig has worked and

traveled extensively, providing biological and ecotourism expertise all over the world. In the late 1970's, he studied mountain gorillas with Dian Fossey. In the late 1980's, he directed Rwanda's internationally-known Mountain Gorilla Project. Craig has served as a Senior Associate of the African Wildlife Foundation and then joined AWF's Board of Trustees. Craig now works with AWF in Washington, D.C. where he is part of the development team.

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 Mark Boulton

Project Management

Elodie Sampère, Communications Officer,
 African Wildlife Foundation

Design

Steve Beaver, Puckett

Editorial

Alan Gold, Puckett

Production Management

Julie Fries, Puckett

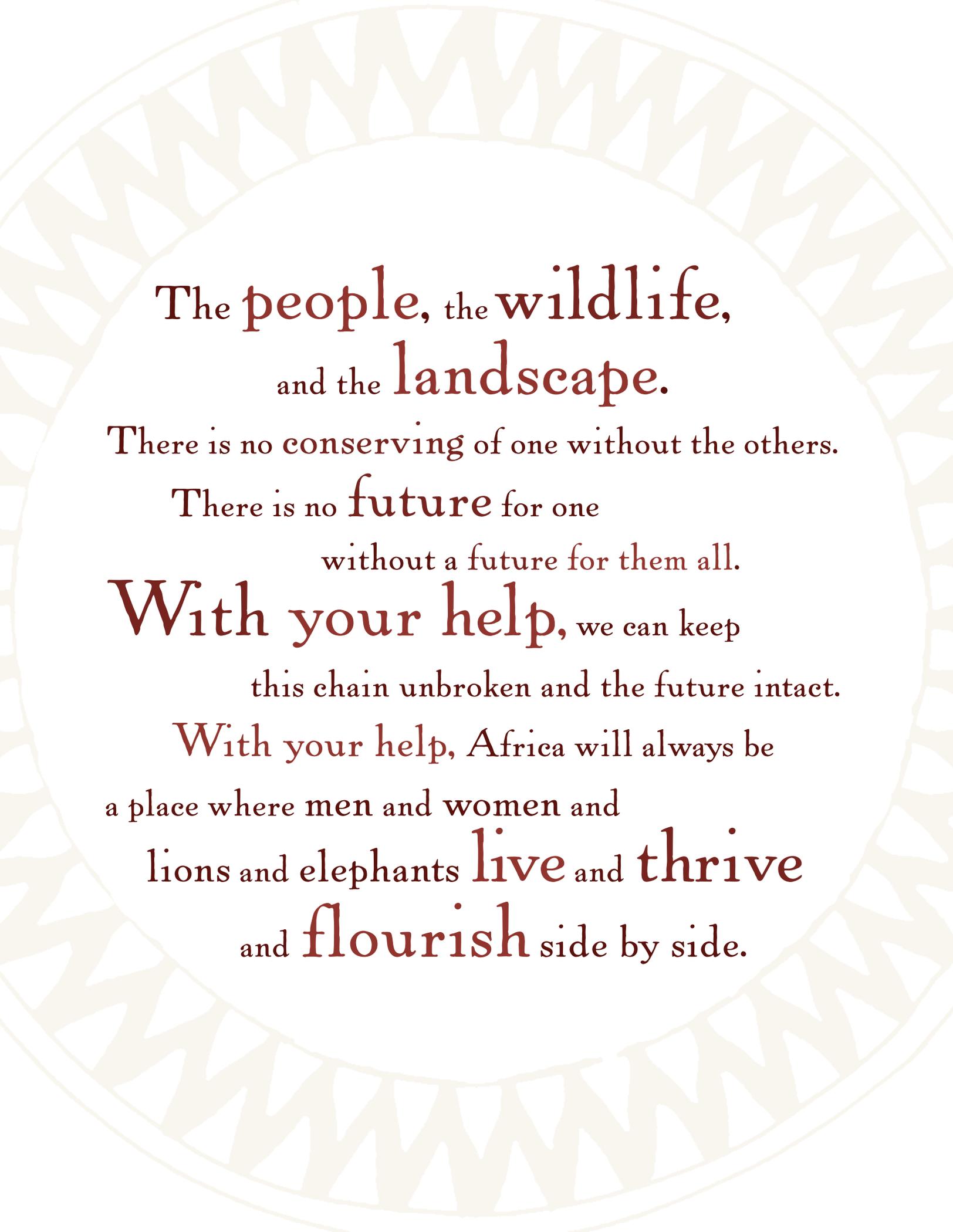
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 Thomas W. Nichols,
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and the **landscape**.

There is no conserving of one without the others.

There is no **future** for one
without a future for them all.

With your help, we can keep
this chain unbroken and the future intact.

With your help, Africa will always be
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lions and elephants **live** and **thrive**
and **flourish** side by side.

ARUSHA CENTER (Tanzania)

African Wildlife Foundation
Plot 27, Old Moshi Road
P.O. Box 2658
Arusha, Tanzania
tel: +255 27 2509616
fax: +255 27 2544453

KAMPALA CENTER (Uganda)

African Wildlife Foundation
Ruth Towers
15A Clement Hill Road
P.O. Box 28217
Kampala, Uganda
tel: +256 41 344510
fax: +256 41 235824

NAIROBI CENTER (Kenya)

African Wildlife Foundation
British American Center
Mara Ragati Road
P.O. Box 48177, 00100
Nairobi, Kenya
tel: +254 2 2710367
fax: +254 2 2710372



AFRICAN WILDLIFE FOUNDATION®

www.awf.org

WASHINGTON, D.C., CENTER (U.S.A.)

African Wildlife Foundation
1400 Sixteenth Street, N.W.
Suite 120
Washington, D.C. 20036
tel: +1 202 939 3333
toll free: +1 888 4-WILDLIFE
fax: +1 202 939 3332
e-mail: africanwildlife@awf.org

WHITE RIVER CENTER (South Africa)

African Wildlife Foundation
P.O. Box 2977
White River 1240, South Africa
tel: +27 13 7512483
fax: +27 13 7512483

ZAMBEZI CENTER (Zimbabwe)

African Wildlife Foundation
Second Floor, Tourism House
Stand 266
Adam Stander Road
P.O. Box CT 570
Victoria Falls, Zimbabwe
tel: +263 13 40107