



# A CONTINENT OF CHANGE

*Annual Report 2012*



AFRICAN WILDLIFE FOUNDATION®

# A COMPREHENSIVE APPROACH TO CONSERVATION

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

Our mission is straightforward, but achieving it is not easy. The challenges to conservation, after all, are many and varied.

African Wildlife Foundation's (AWF's) unique approach maximizes our potential for success. We work to conserve wildlife, but within a larger framework of natural resource management that ensures the viability of ecosystems and provides access to economic opportunities for communities living in resource-rich regions.

This ensures both wildlife and people benefit and is a recipe for long-term success.

## **AWF's unique approach maximizes our potential for success**

This approach is implemented through our four conservation strategies: land, wildlife, enterprise, people. Given the increased impact of climate change across Africa, AWF also weaves climate change adaptation and mitigation efforts into many of our programs.

Knowing that nothing can replace strong political will in helping to protect wildlife, AWF engages with governments on policies around resource management, agricultural and economic development, wildlife protection, and wildlife crime (see opposite for more on this issue).

Together, these components are used to craft effective and comprehensive approaches to conserving Africa's wildlife and wild lands. ↘

## **LAND ..... 6**

Without land, there can be no wildlife. AWF works to conserve large landscapes, identifying "Heartlands" with high levels of biodiversity and a high potential for economic development grounded in conservation objectives.

## **ENTERPRISE ..... 22**

AWF establishes conservation enterprises that help communities derive economic benefit from the wildlife with which they share their land. These enterprises incentivize communities to value wildlife, rather than view it as a nuisance.

## **WILDLIFE ..... 14**

We conduct research and monitoring to better understand how species move through and use a landscape, and to identify the conservation pressure points—where animals are threatened by habitat degradation, human-wildlife conflict, and climate change.

## **PEOPLE ..... 30**

AWF's history is rooted in helping Africans become better stewards of their natural heritage. We provide education and training to local partners so they have the confidence and capacity to take the lead in managing and protecting their natural resources.

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# A Battle We Cannot Lose



When I first joined African Wildlife Foundation (AWF) 20-some years ago, the 1989 ban on the sale of ivory was just taking effect, and the conservation community was seeing some relief from the poaching wars of the 1970s and 1980s.

In the intervening two decades, AWF was able to focus on a longer-term vision, working closely with governments and participating in policy discussions with local, regional, and national partners on how we can integrate conservation into economic development.

Unfortunately, events of the past several years are hijacking the progress made by AWF and other conservation groups. We now confront a renewed threat that is jeopardizing the economic and national security of numerous African countries: a dramatic return and escalation of illegal wildlife trafficking. Within and outside of AWF's traditional Heartlands—from Cameroon to South Africa and elsewhere—illegal wildlife trafficking has resulted in a resurgence of violent, large-scale poaching. The extent of carnage—and the trail of carcasses across the continent—is horrifying.

So great is this tide of poaching that two of Africa's most charismatic species, the rhino and the elephant, are now at risk. These species were at one point Africa's greatest conservation success stories. If we don't act soon, they may become our greatest conservation tragedies.

## Expanded focus

As the largest international conservation organization focused solely on the African continent, AWF is well-positioned to make a significant impact in saving the rhino, elephant, and other critical species. We have therefore fortified species conservation efforts in existing Heartlands and are also providing support to targeted species protection projects elsewhere on the continent. Thanks to your partnership and support, this expansion of focus on priority rhino and elephant populations has been possible.

Finally, while AWF historically has worked quietly and effectively on the ground in Africa, these times call for going beyond business as usual. This is why we have intensified our policy discussions with governments, from the United States to China, and are taking on a more active public profile so that our voice will be heard around the world: This is a battle that the world cannot afford to lose.

A handwritten signature in black ink that reads "Patrick Bergin".

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

*Illegal wildlife trafficking can undermine economies, destabilize governments, imperil people's futures, and—most importantly—threaten the very survival of some of the world's most celebrated species. If we do nothing, we risk losing everything.*

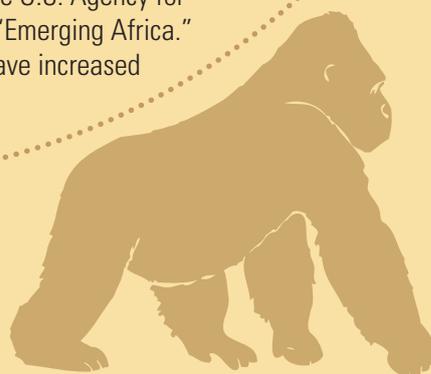
# REPORT ON AFRICA

THE YEAR'S TOP NEWS AND TRENDS FROM AFRICA



## POWERFUL UPSTART

After decades of being depicted as a continent suffering from poverty and famine, a new picture—and reality—is emerging of Africa, one that is branding the continent as an economic upstart. “Seventeen countries in sub-Saharan Africa have experienced consistent economic growth rates of between 2 percent and 6 percent between 1996 and 2008,” said Steve Radelet, chief economist for the U.S. Agency for International Development and author of “Emerging Africa.” “In some of these countries, people may have increased their incomes by 50 percent.”



## SOUTH SUDAN IS BORN

The Republic of South Sudan was born July 9, 2011, after a landmark referendum in which more than 98 percent of the region voted to become independent rather than remain a part of Sudan. Although its first year as a sovereign nation was marked by internal conflicts and continued disputes with Sudan over borders and oil, the newly established country continues to work toward social and economic development (see p. 35) and growth.



## CONFLICT IN THE CONGO

Armed rebel groups entered Virunga National Park in eastern Democratic Republic of Congo in May 2012, again sparking conflict in the region. The M23 rebel group's presence has forced hundreds of thousands of people from their homes and prevented regular mountain gorilla monitoring and conservation in the region (see pp. 14 – 15).

## CELL PHONE BOOM



Cell phone use has skyrocketed in Africa, making it the second-largest mobile phone market in the world, after Asia. More than 65 percent of Africans use cell phones today, an increase of 103 percent in three years. Mobile access opens up new opportunities for Africans by connecting them to information, markets, and services. Further, countries like Kenya, whose mobile operators have developed a mobile money transfer service, are pioneering new ways of using cell phones to benefit people.

## HEALTH ISSUES IN AFRICA



In late October, the UN World Health Organization released its “Atlas of Health and Climate.” As climate change becomes more dramatic, climate-sensitive diseases like malaria, dengue fever, and meningitis have the potential to severely impact populations across the continent. According to the report, the relationship between health and climate is further affected by poverty, environmental degradation, and poor infrastructure.



## COUP IN MALI

Instability in northern Mali over the past year erupted into a coup on March 21, 2012, as Malian soldiers mutinied and overthrew the government. Islamic terror groups have since hijacked the northern rebellion and taken control of several cities in northern Mali. The Economic Community of West African States (or ECOWAS) is considering a military intervention as continued tension threatens to destabilize surrounding governments. Incidentally, destabilized countries make the trafficking of wildlife parts easier for criminals and terror groups (see p. 1).

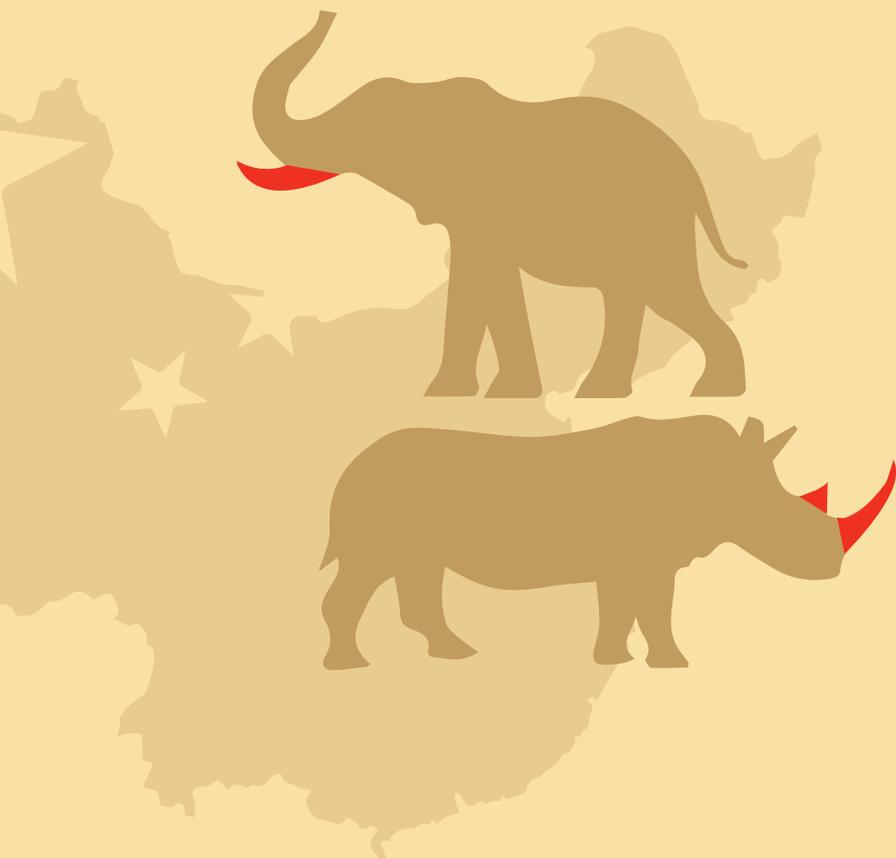
## DROUGHT RAISES FOOD, WATER SECURITY CONCERNS

The past couple of years have seen an increase in severe droughts on the African continent, likely due to the globe's changing climate. With aid agencies calling the drought in the Horn of Africa the worst in 60 years, and with millions of others affected in West Africa, experts are pondering the challenges posed to food security—particularly on a continent so dependent on small-scale subsistence agriculture (see p. 12).



## CHINA'S INVOLVEMENT

China continues to increase its involvement with, and investment in, Africa. According to the book, "China Safari," bilateral trade between the two regions increased from US\$10 billion in 2000 to US\$55 billion by 2006, with a reported 900 Chinese companies operating on the continent in 2006, representing an overall investment of US\$6 billion. As this investment has continued, the continent has seen significant improvements in its infrastructure, from new roads to new buildings. Critics, however, point out the potential downsides—including the possible link, real or imagined, between more Chinese nationals living in Africa and increased poaching of elephants (see p. 19) and rhinos (see pp. 4 – 5), whose ivory and horns, respectively, are in high demand in China and throughout Asia.



## ENDURING DEMOCRACIES

The Arab Spring was a prominent symbol of that region's path toward democracy, but constitutional transfers of power are becoming the new norm in Africa. In April 2012, when Malawi's president, Bingu wa Mutharika, died of cardiac arrest, there were initial fears of a succession struggle. The country, however, followed its constitution, and Joyce Banda became Africa's second female president. This was followed in July by the unexpected passing of Ghanaian President John Atta Mills. Here, too, power transitioned peacefully to Vice President John Mahama, as deemed by the constitution.

## AFRICAN ENVIRONMENTALIST PASSES

Kenyan environmental and political activist Wangari Maathai died September 25, 2011, at the age of 71. Founder of the Green Belt movement, an environmental NGO focused on conservation and women's rights, Maathai was the first African woman and environmentalist to be awarded a Nobel Peace Prize. (For more on AWF's efforts to support other environmentalists in Africa, see pp. 30 – 35.)



# Leading the Fight to Save the Rhino

At the end of 2011, while much of Africa was taking time off to celebrate the holiday season, there was one group of individuals that worked harder than ever: rhino poachers. Poachers rang in 2012 having killed at least 448 rhinos from South Africa, where 93 percent of the continent's rhinos reside.

Throughout 2011, NGOs and wildlife authorities were implementing efforts to address the dramatic rise in poaching. What was missing in these piecemeal measures, however, was a comprehensive response to an issue that had reached crisis levels.

## More had to be done

AWF, too, had been providing its own rhino support across the continent. Via activities like training community wildlife scouts (see p. 34), helping to relocate white rhinos from South Africa to Zambia's Mosi-oa-Tunya National Park, and partnering with the Kenya Wildlife Service (KWS) for more than a decade to conserve East Africa's black rhino subspecies at the Ngulia Rhino Sanctuary, AWF had been engaged in rhino conservation since the 1980s. But clearly more had to be done.

As a Nairobi-based, pan-African organization whose work is rapidly expanding beyond our historical nine Heartlands, it made sense for AWF to lead in developing a much-needed continent-wide approach to directly address the rhino poaching issue. AWF in collaboration with KWS convened a two-day, emergency Rhino Summit in April 2012. Attended by wildlife authorities, private rhino reserve owners, wildlife trade experts, and other representatives from more than 25 organizations and eight countries—Botswana, Kenya, Namibia, South Africa, Tanzania, United States, Zambia, and Zimbabwe—the Rhino Summit resulted in a plan of action aimed at stemming Africa's rhino poaching (see right).

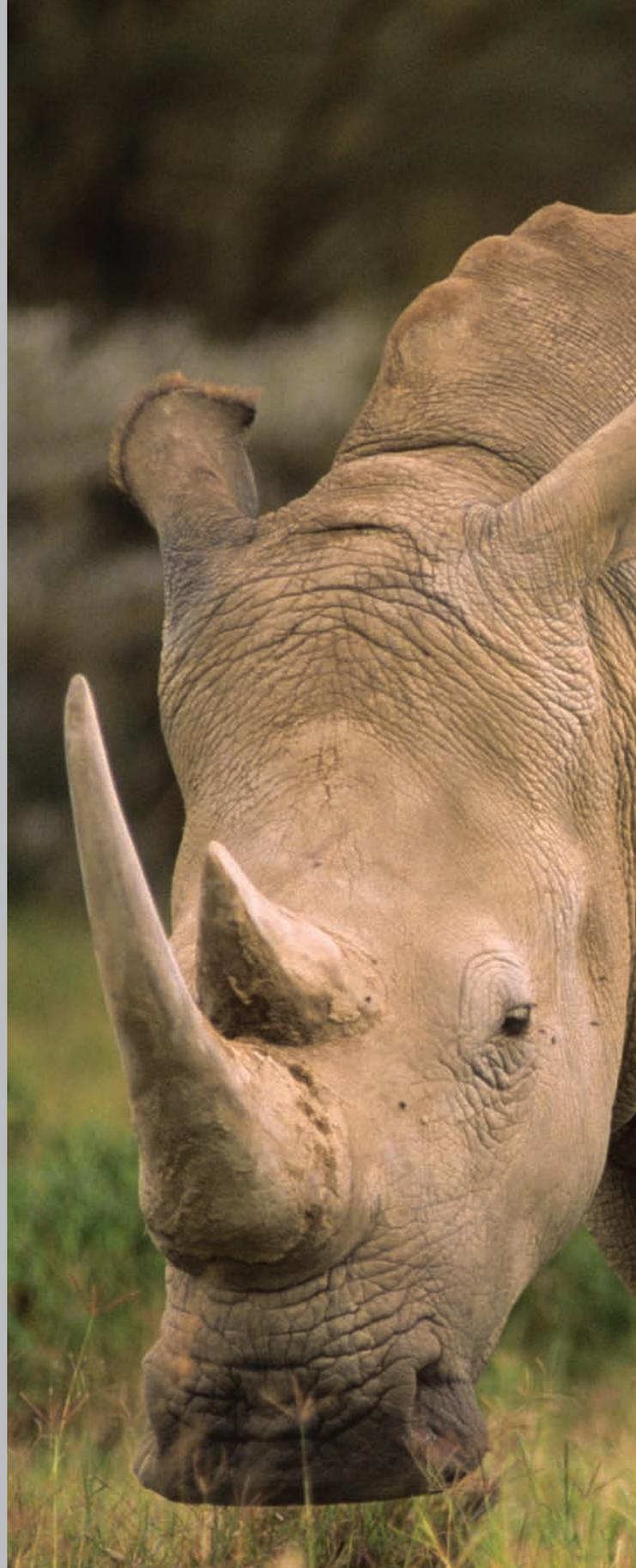
Guided by the action plan, AWF quickly provided funding for several new initiatives, including expansion of a KWS sniffer dog program that will ultimately be employed elsewhere on the continent, black rhino conservation in Zimbabwe's Save Conservancy (see p. 10 for information on AWF's other work in Zimbabwe), and development of a public awareness campaign in China (see p. 39).

Approaching the end of 2012, at least 633 rhinos were poached in South Africa alone. AWF's resolve remains stronger than ever, and we will continue to strengthen our efforts and work collaboratively with partners to save the rhino—but battling the organized crime entities responsible for these horrific numbers will take the unified efforts of NGOs, governments, and people around the world. ♡

Help save the rhino and other African wildlife:

Visit [awf.org/ARdonate](http://awf.org/ARdonate)

- ▶ **2012 proved to be a difficult year for Africa's rhinos, prompting AWF to convene an emergency Summit where stakeholders discussed ways to end the slaughter.**



## HOW TO SAVE THE RHINO

*The action plan drafted at the Rhino Summit provided a four-step plan for saving the rhino.*



**PUSH POLICY**

Influence policy makers to address illegal wildlife trafficking (see p. 36 for related information).

**CURB DEMAND**

Lower demand through public awareness campaigns (see p. 39).



**SUPPORT BOOTS ON THE GROUND**

Train and properly equip anti-poaching staff in the field (see p. 34 for related information).



**INCREASE SECURITY**

Coordinate law enforcement across borders, put tougher laws and punishments in place, etc.



## A New Precedent in Land Conservation

John Keen remembers the way Nairobi used to be, 70 years ago. He recalls driving south toward the Tanzania border and seeing wildlife all around. He remembers the wildlife that roamed through plains that extended from Nairobi National Park all the way to Amboseli National Park. “Everything is here in Kenya—we just need to manage it,” he says.

And Kenyan native Keen is doing his part: This past year, he signed the country’s first-ever environmental easement agreement with AWF and Kenya Wildlife Service (KWS).

Keen owns land just outside of Nairobi National Park. Through this agreement with AWF and KWS, Keen and his family retain ownership of their land but voluntarily agree to restrict how they use it—essentially extending the boundaries of the park by an additional 107 hectares.

Referred to as the “green lung” of Nairobi, Nairobi National Park spans 28,963 acres. Like most parks in Kenya, wildlife often migrate out of the park onto adjoining lands such as Keen’s, but increased human development in recent years has led to more fenced properties and greater human-wildlife conflict. This has required more creative conservation solutions to ensure wild lands stay intact for wildlife movement.

**“This agreement will provide an example for other landowners interested in conserving Kenya’s natural heritage”**

“Environmental easements have proven highly effective in other parts of the world, and we commend the Keen family for their conservation leadership,” says Kathleen Fitzgerald, vice president for conservation strategy. “This agreement will protect important natural habitat adjacent to Nairobi National Park and provide an example for other landowners interested in conserving Kenya’s natural heritage.”

- ▶ **John Keen and his family have entered into a groundbreaking environmental easement this year, willingly restricting the land they own just outside of Nairobi National Park.**



# AT THE NEXUS OF LANDS AND LIVESTOCK

**L**ivestock keeping is a vital livelihood for those living in the national park buffer zones of the Regional Parc W Heartland. Growing competition over land and natural resources has led to increasing pressure on protected areas and biodiversity, however. To reverse this trend, AWF is helping communities to improve their land use and plan for their future in a way that sustainably leverages this source of livelihood for the long term.

The Livestock for Livelihoods Project, supported by the African Union Interafrican Bureau for Animal Resources (AU – IBAR), approaches livestock issues from the perspective of Holistic Management. Communities envision how they want their lands and livelihoods to be in 50 to 100 years, and all project components are holistically managed to hew to this plan.

## **The program is intended to reverse desertification in the region**

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After a delay in implementation, Livestock for Livelihoods is underway and nearing completion of its second year (of a three-year project). AWF is now working with six communities in Niger, Burkina Faso, and Benin on several project components, including land-use planning, conflict resolution related to land use, new livestock market access, and women's enterprises. When fully implemented, Livestock for Livelihoods is intended to reverse desertification in the region; improve soil health; enhance economic opportunities; and allow for the sustainable coexistence of livestock, agriculture, and wildlife. ↘

- ▶ **AWF is helping local communities to plan 50 to 100 years into the future and manage their land holistically to ensure long-term sustainable livestock keeping.**

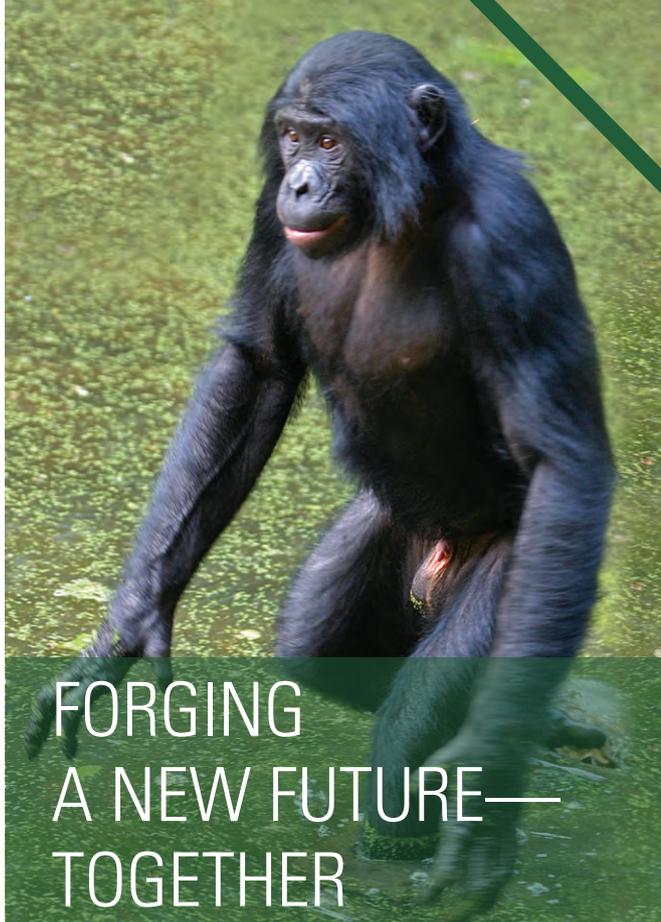


- ▶ **The Iyondji Community Bonobo Reserve, created at the request of the Iyondji communities, will protect bonobos while providing economic opportunities for residents.**

## Congo's Carbon Sinks

The world's second-largest rainforest after South America's Amazon lies in Central Africa, with two thirds of this forest in the Democratic Republic of Congo. Forests act as "carbon sinks," as trees remove and store carbon dioxide from the atmosphere, which in turn helps to mitigate global climate change. Since 2003, AWF has worked with communities in the DRC to keep trees standing and alleviate poverty by introducing sustainable agricultural practices, facilitating participative land-use planning, and developing alternative livelihoods, such as livestock breeding programs and the sustainable harvesting of non-timber forest products.

Now, AWF is embarking on a Reducing Emissions from Deforestation and Forest Degradation (REDD+) project in the Congo Heartland. While currently in the pre-feasibility stage, once implemented, this project will measure the amount of carbon sequestered by trees in the project area and sell credits of that sequestered carbon on the carbon market to those looking to offset their carbon footprint. Local people will receive income for maintaining their forest and habitat will remain intact for wildlife. Win-win. ♡



## FORGING A NEW FUTURE— TOGETHER

In a country with a history of instability and a present day underpinned by poor infrastructure, weak governance, and continued conflict, rural communities and wildlife in the Democratic Republic of Congo (DRC) face an uncertain future. In the Congo Heartland, however, conservation is charting a new path forward, toward greater protection for wildlife and economic development for communities.

On April 12, 2012, at the request of the Iyondji communities of Yohala and Yokali, the DRC's Ministry of Environment, Conservation, Nature, and Tourism officially established the Iyondji Community Bonobo Reserve. The community-owned reserve—created with support from AWF, in partnership with Kyoto University's Wamba Committee for Bonobo Research—is similar to the Lomako–Yokokala Faunal Reserve, which AWF helped establish in 2006. The Iyondji community's appeal to turn the forested area near them into a community reserve stemmed from a desire to (1) reduce deforestation and (2) garner the same economic opportunities that are resulting from scientific research and tourism in Lomako.

The new, 1,100-sq.-km reserve will also help protect forest elephants, the Congo peacock, and other wildlife. Together, bonobos and people are forging a new future in DRC. ♡

# Achieving Balance Between Land Reform and Conservation

In the 1990s, Zimbabwe was a conservation leader in Africa. Via an assemblage of national parks, the CAMPFIRE community conservation areas, and private conservancies, nearly 30 percent of the country was at one time under wildlife conservation. Even now, the country hosts a significant population of elephants and black rhinos, wild dogs, leopards, and other African wildlife.

Yet Zimbabwe's conservation areas—and the wildlife they safeguard—are increasingly at risk. Like many other African countries, Zimbabwe initiated a land reform process upon independence to reconcile land allocation issues. This has been a complex process and has led to unplanned settlement, negative press, and a massive drop in tourism, all resulting in a steep economic decline for the country.

Last year, at the request of the Zimbabwe Parks and Wildlife Management Authority, AWF evaluated Zimbabwe's wildlife sector as it relates to land reform and conservation. AWF found that all of Zimbabwe's conservation areas—state, private, and communal—are at risk, with wildlife populations declining and habitat loss increasing. The loss of tourism revenue has made

conservation management and wildlife protection extremely difficult. AWF made a series of recommendations on how to address these issues.

At the authority's request, AWF is also developing various models for Zimbabwe's conservation estate to ensure economic, ecological, and social sustainability. AWF is drawing on lessons learned from its experiences in East Africa and the rest of the continent, as well as incorporating global best practices. One of the key components AWF is recommending is the meaningful integration of communities into conservation solutions. The involvement and empowerment of communities is one of the common success factors for conservation throughout Africa.

Despite the challenges, if Zimbabwe takes the right steps, it can again showcase its leadership in wildlife conservation. Moreover, it has an opportunity to support the direct engagement of Zimbabwean communities in conservation—which would result in more sustainable wildlife and land conservation throughout the country. ▼

**The empowerment of communities is one of the common success factors for conservation**

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▲ With support from the CitiFoundation, AWF has been working to assess potential opportunities for local communities that own land in the Kruger to Canyons Biosphere Reserve.

## AND IN SOUTH AFRICA...

South Africa has also established a process to resolve historical land injustices. Much of the land within the Kruger to Canyons Biosphere Reserve (K2C)—which lies in the Limpopo Heartland and connects Kruger National Park to the Blyde River Canyon Nature Reserve to the southwest—is under historical land claim. The area is rich in biodiversity—approximately half of all South African wildlife can be found here—but many of the communities live in poverty and have yet to benefit fully from this wildlife asset.

AWF has initiated work with one of the communities that owns land in the K2C area. With support from the CitiFoundation, AWF is working to assess potential opportunities for the community, including agriculture and tourism, to enhance conservation in the area while also improving livelihoods.



# Agricultural Corridor or Wildlife Corridor?

Like much of Africa, Tanzania's agricultural sector consists largely of small-scale farmers who are vulnerable to the continent's increasingly unpredictable weather patterns. The Tanzanian government in 2010 launched the Southern Agricultural Growth Corridor of Tanzania (SAGCOT), a public-private partnership aimed at intensifying agricultural production and development in southern Tanzania, a region rich with agricultural potential and where the majority of the population is currently engaged in subsistence agriculture.

## Rich in biodiversity

Southern Tanzania, however, also contains large, ecologically intact areas that are rich in biodiversity. The area boasts three significant conservation landscapes—the greater Selous Reserve, and Ruaha and Katavi National Parks—each larger than the country of Wales and abutted by community-owned wildlife management areas. These landscapes host

## These landscapes host Africa's second-largest population of elephants

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Africa's second-largest population of elephants, over half of Tanzania's lions, the world's second- and third-largest wild dog populations, and 23 International

Bird Areas. It is also home to Tanzania's largest river system, the Rifi, identified as an important center for freshwater biodiversity.

All of which explains why AWF has a seat at the SAGCOT table. AWF hopes to play a role in ensuring that the Tanzanian government can successfully enhance food security and reduce poverty for its people while simultaneously conserving the critical protected areas and

reserves, wildlife corridors, and intact ecosystems that underpin economic growth and livelihoods in Tanzania.

"With good planning and zoning, SAGCOT could become a globally significant example of increasing agricultural productivity and household incomes, while simultaneously conserving biodiversity, wildlife, and ecological integrity at scale," explained Andrea Athanas, AWF senior program design officer for East Africa. ▾



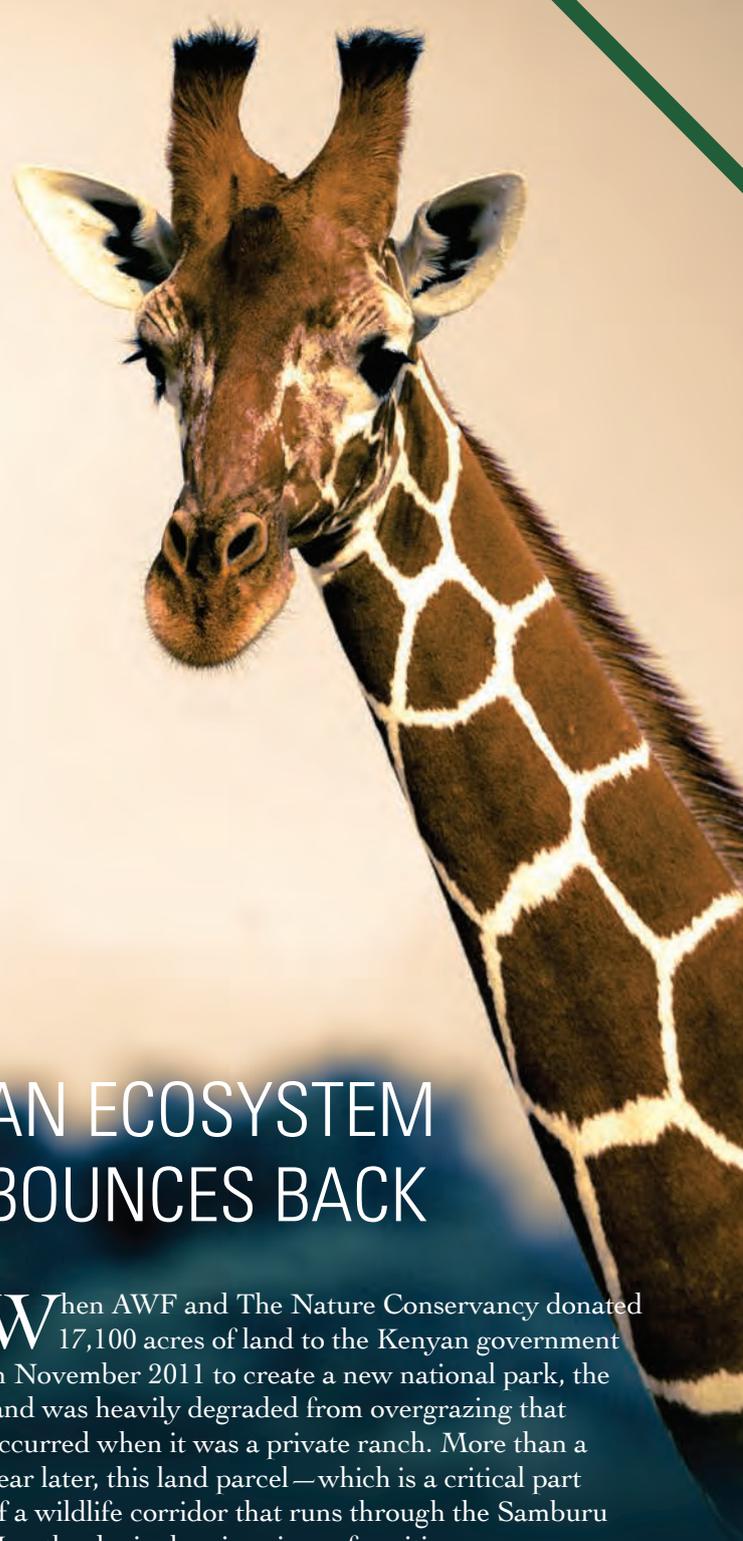
- ▶ **An April 2012 census of the future Laikipia National Park area, conducted by Kenya Wildlife Service, found wildlife representing 12 different species.**

- ▼ **The Southern Agricultural Growth Corridor of Tanzania aims to intensify agricultural production in what is also a biologically diverse wildlife corridor.**



## AN ECOSYSTEM BOUNCES BACK

**W**hen AWF and The Nature Conservancy donated 17,100 acres of land to the Kenyan government in November 2011 to create a new national park, the land was heavily degraded from overgrazing that occurred when it was a private ranch. More than a year later, this land parcel—which is a critical part of a wildlife corridor that runs through the Samburu Heartland—is showing signs of positive response. What was bare ground two to three years ago is largely covered with red oat grass, while highly degraded areas now have vegetative cover, according to Ryan Valdez, a Smithsonian pre-doctoral researcher who has conducted surveys in the area. He has observed elephants, zebras, Thompson's and Grant's gazelles, and warthogs—"a great indicator of reduced human activity." Surveys by Kenya Wildlife Service (KWS) in April 2012 found animals representing 12 different species within sample plots on the property, and KWS has established a field camp on the eastern edge of the future park that has helped to improve wildlife security throughout the region. KWS is also in the process of developing a management plan, which will help ensure that when this land is declared Laikipia National Park, it will be a haven of floral and faunal diversity. ◀



# A Milestone Reached, But Stepping Forward to the Future

*By Craig R. Sholley, vice president for philanthropy and marketing, AWF, and former director, Mountain Gorilla Project*

When Dian Fossey arrived in the Virunga volcanoes to study mountain gorillas in 1966, she encountered gentle creatures that were being poached for trophy body parts or killed in order to sell infant gorillas to wildlife traffickers. Her work—which I am proud to say I was a part of in my early career—led to a groundbreaking collaboration between conservation organizations to protect the mountain gorilla. Originally Rwanda’s Mountain Gorilla Project, by 1991 this collaboration had evolved into the International Gorilla Conservation Programme (IGCP)—a coalition of AWF, Fauna and Flora International (FFI), and World Wide Fund for Nature (WWF), operating across the three countries where the mountain gorilla ranges.

Twenty years later, IGCP has worked closely with national park authorities to help grow the mountain gorilla population to 880 individuals from less than 300 in the early 1980s. The mountain gorilla is the only great ape species in the world experiencing a population increase. And, through IGCP’s efforts, communities living near mountain gorillas in Rwanda, Uganda, and the Democratic Republic of Congo (DRC) have come to value this gentle giant, both for its tourism draw and for its own sake.

## Future course

The unfortunate reality of conservation, though, is that events change in the blink of an eye. And although IGCP has enjoyed two decades of success, AWF and our coalition partners recognize that there is no room for complacency when it comes to great ape conservation.

As I write this, we face a tense situation in DRC’s Virunga National Park, where armed conflict continues between rebels and the Congolese army. Instability prevents regular monitoring of the habituated

mountain gorilla families living there. Before that, we were grappling with the kidnappings of infant gorillas by despicable wildlife traffickers. And, though incidences are rare, mountain gorillas still die by being caught in antelope snares.

This is why AWF, FFI, and WWF, together with the wildlife authorities of Rwanda, Uganda, and DRC, continue to evolve the strategic direction of IGCP—asking how IGCP’s experience and expertise can best benefit mountain gorillas in the future. ▾

## The unfortunate reality of conservation, though, is that events change in the blink of an eye



1991

IGCP is founded

1994

IGCP is instrumental in protecting gorillas during Rwandan genocide

2006

Mountain gorilla census shows population increase, to 720 individuals



▲ Despite poaching and habitat loss, the mountain gorilla is the only great ape species experiencing an increase in population.

AWF community-owned lodges, Sabyinyo Silverback Lodge and Clouds Mountain Gorilla Lodge, open

Census shows species increase, to 786

Census shows overall gorilla population increase, to 880

**2008**

**2010**

**2011**

# ACCOUNTING FOR ALL THE GREAT APES

All of the world's great apes, with the exception of the orangutan, live exclusively in Africa. Unfortunately, all of Africa's great apes—from the bonobo and the chimpanzee to the gorilla—are endangered or critically endangered. To address their deteriorating conservation status, AWF is launching an initiative that targets great ape populations.

Through the African Apes Initiative, AWF will partner with primatologists and other stakeholders to support their great ape conservation efforts, with the objective of crafting comprehensive conservation plans. "There are a number of dedicated scientists doing great ape research in Africa. More and more, they find themselves fighting to protect populations that they originally went in just to study," explains Jef Dupain, technical director for West and Central Africa for AWF. "AWF seeks to partner with them and take on activities that augment their work, such as protected-area planning or capacity building for wildlife authorities."

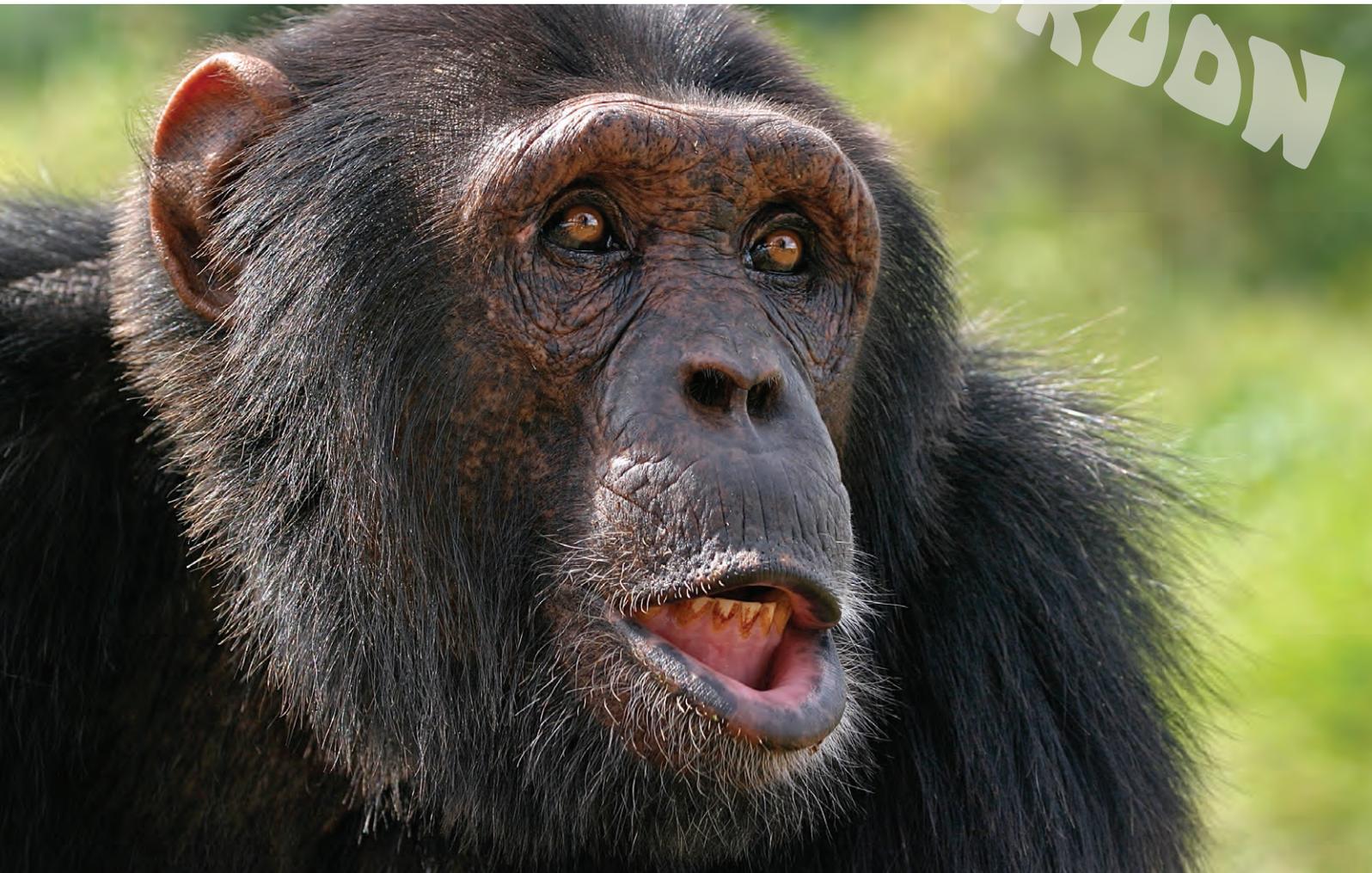
## Congo, Senegal, and Cameroon

Using AWF's bonobo and mountain gorilla conservation work as a model, the African Apes Initiative aims to

- ▼ All of Africa's great apes, including the chimpanzee, are endangered or critically endangered.

protect representative populations of all the African ape subspecies. In the near term, AWF will focus on three sites. Bili-Uélé in the Democratic Republic of Congo is a 35,000-sq.-km complex of hunting domains and nature reserves that is home to the largest remaining continuous population of the eastern chimpanzee. Support from a corporate partner, Endangered Species Chocolate, has allowed AWF to support a faunal survey to determine the chimpanzee population. In Senegal, AWF seeks to protect a chimpanzee population on the border of Mali and Guinea in what is probably the largest intact savanna-woodland habitat in West Africa. Finally, both the western lowland gorilla and the chimpanzee are found in Dja Biosphere Reserve in Cameroon. AWF intends to direct support to the protected area authorities to help save the estimated 5,000-plus gorillas and chimpanzees in this rainforest, which—like many other critical ape habitats—is under growing threat from mining, industrial agriculture, logging, and more.

"This effort can make an immediate impact in conserving great apes and their key habitats," says Dupain. "Longer term, it will provide a model for how larger conservation NGOs can work with in-situ partners to support the conservation of all of Africa's apes." ▼



# How to Build Up Biodiversity

By Etotépé A. Sogbohossou, ecologist for Regional Parc W Heartland and former AWF Charlotte Fellow

The Regional Parc W Heartland—a 35,000-sq.-km ecosystem that spans the countries of Benin, Burkina Faso, and Niger—probably harbors the highest biodiversity in the entire Sahelo–Sudanian belt of West Africa. This region hosts the largest populations of species such as elephant and buffalo, as well as the sole remaining population of the West African giraffe.

Like many others, this ecosystem is threatened by poaching, human–wildlife conflict, and habitat degradation—a consequence of the local population’s poverty and reliance on natural resources. Lack of continuous funding, conflicts between stakeholders, and lax management have also endangered conservation.

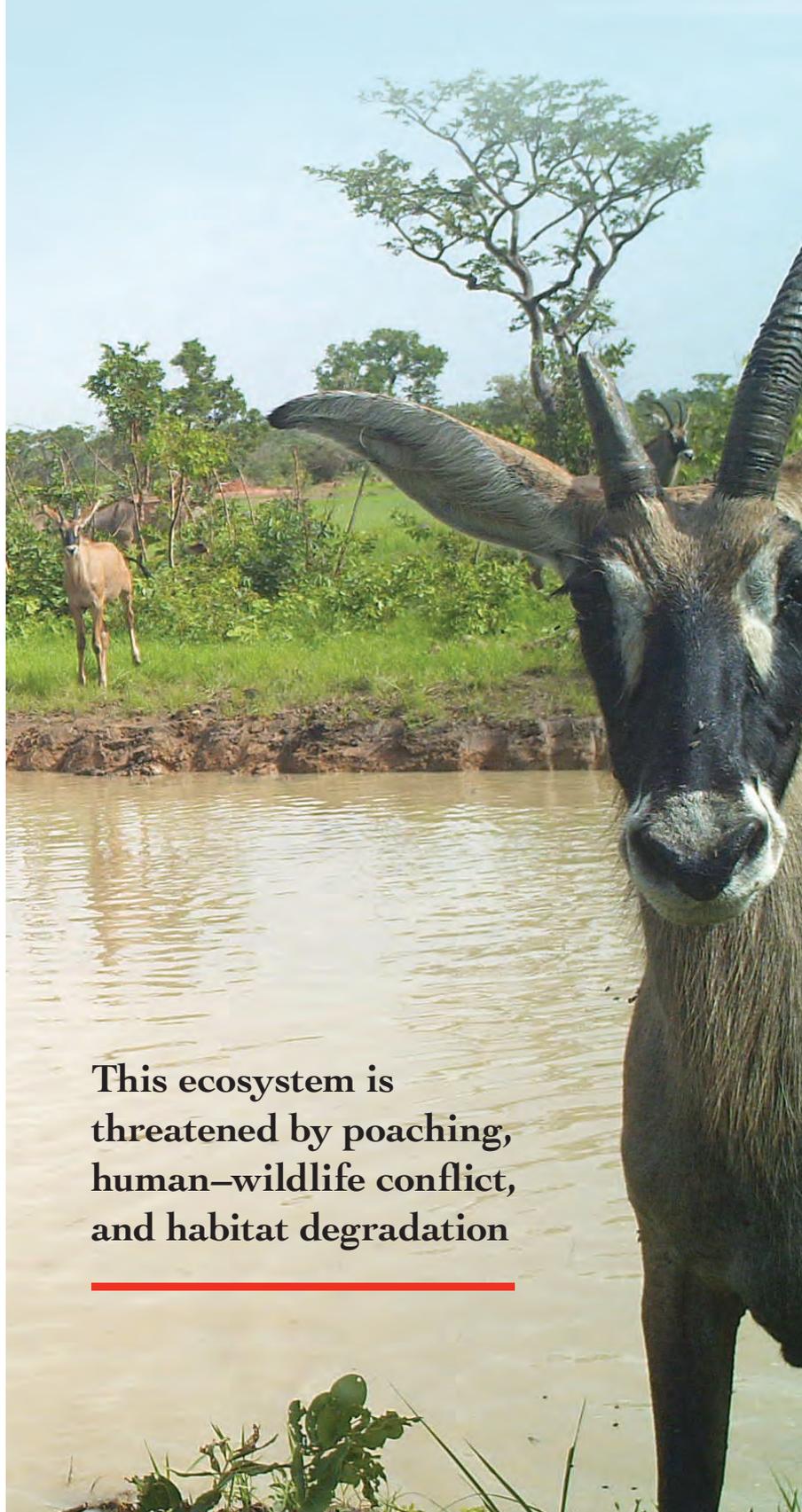
## Greater efforts to conserve

The countries are exerting greater efforts to conserve this unique ecosystem, with the help of partners such as the European Union. Since 2009, AWF has also been contributing, through support for park management that includes road restoration, wildlife monitoring, habitat restoration, and community empowerment programs that generate income for women.

Water is a crucial problem in Parc W. In 2010, several species, including elephants, died around dried water points after spending days looking for water. This past year, AWF helped to install or restore five water points and provide pumps for the continuous provision of water during the dry season in Parc W Burkina Faso. The high number of wildlife attracted to these water points, captured with camera traps, showed the success of this action.

AWF’s latest project, supported by the Swedish Postcode Lottery Foundation and MAVA Foundation, is monitoring two flagship species: the elephant and the giraffe. In collaboration with wildlife authorities and universities across the three countries, AWF is studying the ranging patterns of elephant and giraffes. Conflicts with local communities are being assessed at the same time. The objective is to understand where these large mammals move and how much they use community areas, identify areas and periods of high conflict occurrence, and determine the effectiveness of local mitigations measures being used.

These projects will contribute to reducing the threats to wildlife and natural resources and will allow wildlife numbers to increase the carrying capacity in this region. ▽



**This ecosystem is threatened by poaching, human–wildlife conflict, and habitat degradation**

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▲ A roan antelope is caught on camera visiting a water point that AWF installed with the help of the Adolf H Lundin Charitable Foundation.



## WHY CAMERA TRAPS?

*By Nakedi Maputla, leopard researcher, Limpopo Heartland*

Camera traps are one of many methods for monitoring and conducting inventories of species. Researchers often use indirect methods to estimate wildlife population densities, such as kill sites and scat, prey availability, and interviews with local people. The challenge with these methods is that it is difficult to attain precision. Physically trapping and marking wildlife to estimate numbers, meanwhile, is extremely labor intensive.

My own research is on leopards. Since leopards have natural markings, it is possible to use camera traps and use mark-and-recapture techniques from camera images to help estimate leopard density. This method is especially suitable for secretive animals that are difficult to spot. Camera traps can be expensive. They are easily destroyed by animals, fire, or floods. But by using them, one can save a lot of time while maximizing efforts to locate as many animals as possible.



# ELEPHANTS UNDER

# ASSAULT

The African elephant has experienced a tough couple of years. A growing demand for ivory, largely from Asia, has once again transformed Africa's savannas and forests into killing fields. Pursued relentlessly by poachers who have little respect for country borders and protected areas but a high regard for profits, elephants are struggling to find refuge across the continent.

Both countries with weak law enforcement and those with a strong commitment to conservation are being targeted, already threatening to reverse decades of conservation successes. Making matters worse, poaching has become increasingly militarized and sophisticated, involving terror groups and criminal cartels that endanger the lives of rangers and communities. Early in 2012, suspected Janjaweed gunmen on horseback crossed the Cameroonian border and slaughtered between 300 and

400 elephants in Cameroon's Bouba N'Djida National Park. In April, 22 elephants were found dead with precision gunshot wounds to their heads in Garamba National Park in the Democratic Republic of the Congo. Members of Uganda's military, suspected of using a helicopter to kill elephants and ferry away the ivory, were implicated. Meanwhile, in Somalia, Al Shabab militants are suspected of funding their terrorist operations with ivory from elephants poached in Kenya.

Parks and other protected areas provide the backbone for protecting wildlife in a changing Africa, which is why AWF has always worked to ensure wildlife authorities have the equipment and training they need to effectively patrol and defend these areas. Furthermore, because the surrounding community areas serve as buffers and provide a much-needed first line of defense against poachers and trespassers, AWF has developed economic and educational opportunities for communities in exchange for setting aside community land for wildlife use and protecting that land with community scouts.

AWF's community engagement is paying off. From Tanzania to Zambia, community

partners are collaborating with AWF and authorities to identify known and suspected poachers. Last spring, scouts in Zambia's Sekute Conservation Area collected information about elephant poachers for more than a month, finally providing enough information to Zambia Wildlife Authority to capture the criminals.

The April 1 stakeout resulted in the recovery of 41 pieces of ivory, from at least 21 adult elephants killed in Botswana and Zimbabwe.

Ultimately, though, the goal is to stop poachers before they strike. Despite being in a national park, the elephants of Cameroon's Bouba N'Djida National Park were only partly protected. A few rangers with little training, poor

communication technology, and substandard firepower cannot defend Africa's elephants against a well-armed and persistent foe. Though not historically an area of AWF involvement, Cameroon's park authority and local partners are now receiving emergency support and expertise from AWF to strengthen its parks and protect its remaining wildlife. AWF is also looking to provide the same emergency support to other countries in East and Southern Africa whose elephants are under threat. Desperate times call for quick, determined, and united measures. ▾

## Poaching has become increasingly militarized, involving terror groups and criminal cartels

◀ **African elephants have experienced a tough couple of years. A growing demand for ivory, largely from Asia, has once again transformed Africa's savannas and forests into killing fields.**

# THE FATE OF KILIM

Far from being kings of the jungle, lions and other large carnivores in Africa are increasingly at risk. The rise in human population has brought predators and people in perilous proximity, leading to predation on livestock and retaliatory killings, loss of habitat and prey, disease, and a dramatic decline of carnivore populations.

Across Africa, the large carnivore population is estimated to have declined significantly in recent years. In Kilimanjaro Heartland, the Maasai people have become particularly intolerant of lions because of livestock predation. Because knowing carnivore numbers and distribution is an important step in determining effective intervention, in early 2012, AWF teamed with Kenya Wildlife Service, Tanzania National Parks, and other stakeholders to help conduct the region's first cross-border large-carnivore census. The effort involved the work of several of AWF's Kilimanjaro Heartland staff, as well as our lion researcher—Dr. Bernard Kissui—from the Maasai Steppe Heartland.

Preliminary results reveal that hyenas—not lions—pose the biggest threat to livestock owners. Lions are a distant second. Even more surprising, the census efforts actually revealed that drought is responsible for the greatest livestock loss—and many more livestock are sold than are lost to predation.

“Now that we have pretty good data on carnivore numbers, we can move forward—working with communities on herding management practices and other measures to minimize further potential human–predator conflict,” said Fiesta Warinwa, Kilimanjaro Heartland director. ▾

## The Other Carnivores

When people think of carnivores, lions, leopards, and cheetahs are the usual suspects that come to mind. But the African continent is also home to more than 72 carnivorous species, many much smaller than the big cats. Following is a sampling of the other predators found in Africa:

### African wild dog

Listed as endangered on the IUCN Red List, there are fewer than 5,000 African wild dogs living in the wild in Africa. The species is considered extinct in 23 African countries. AWF's efforts with African wild dog monitoring has, thankfully, prompted an increase in local wild dog populations in the Samburu Heartland.

### Ethiopian wolf

The Ethiopian wolf is one of the rarest canines on Earth and the only wolf

species in Africa. Only about 360 to 440 are found today, in seven isolated populations. The species, which lives at altitudes above 3,200 m, is threatened by habitat loss due to high-altitude subsistence agriculture.

### African civet

The cat-like civet produces a musky-smelling oil that was once used in perfumes. Perfume-maker Chanel reportedly used natural civet in its formulas until 1998.

### Honey badger

The honey badger, or ratel, lives in a variety of habitats across Africa—ranging from dense rainforest to the arid lands on the outskirts of the Sahara. It is known for being fearless and ferocious, and its thick skin can withstand dog bites. Honey badgers can kill pythons with their jaws.

# SIANJARO'S KINGS



**Across Africa,  
the large carnivore  
population is  
estimated to  
have declined  
significantly**

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▲ **Far from being the kings of the jungle, lions and other large carnivores are increasingly at risk.**

- ▼ Conservation enterprises, including tourism enterprises, provide community benefits and encourage conservation.



## BEYOND SIMPLY DOLLARS AND CENTS

One of the ways by which AWF encourages conservation is to ensure that people who live closest to Africa's wildlife have opportunities to participate in income-generating activities that reduce their dependence on natural resources. From eco-lodges to livestock market-access projects and more, our conservation enterprises provide economic benefits that encourage communities to engage in conservation.

Establishing a conservation enterprise is no small feat. It takes time and money. So are conservation enterprises worth it? The answer is a resounding "yes." But the more important question may actually be: What does AWF bring to the table in the conservation enterprise formula?

### Domino effect

AWF's critical role lies in its ability to attract and leverage funding from multiple sources and to engage effectively with private sector partners to establish and operate a sound business. The business then develops into an economic generator that perpetuates conservation. "AWF is able to facilitate

tremendous opportunities that communities may not otherwise attract on their own," explains Brian McBrearity, program director for conservation enterprise. "Then, through judicious site selection, capacity building, and concrete conservation goals, we build upon those advantages to create a business that generates significant returns for the community."

### Conservation enterprises create a domino effect of benefits

Those returns, Chief Financial Officer Jeff Chrisfield hastens to add, extend well beyond just dollars and cents, though AWF's conservation enterprises do generate income for communities. The conservation enterprises create a domino effect of benefits, helping to generate jobs, spurring infrastructure growth that spawns greater education and social services. Most importantly, the result is greater protection for wildlife and enhanced biodiversity. ▾

# ‘Climate Change Needs to be Part of Everything We Do’

*Zambian-born Dave Loubser has a lot to say about climate change. And well he should: As AWF’s new program director for climate change, Loubser is a trained ecologist who has more than 12 years of experience working on climate change issues, in South Africa, New Zealand, Abu Dhabi, and elsewhere. Here are just some of his thoughts on the issue.*

**Q** Why is it so critical to tackle climate change in Africa?

**A:** Only one African country, South Africa, is on the list of the top carbon emitters worldwide. Yet the impacts of climate change are being felt across Africa, probably more than any other continent. The landscape is changing: The glaciers of Mts. Kilimanjaro and Kenya are melting; the shorelines of Lakes Chad, Tanganyika, and Victoria are receding.

Changes in the climate have also led to unreliable farming seasons, low water supplies, increased droughts, and heavy storms. These are serious problems for a continent almost entirely dependent on rain for its food security.

**Q** Do communities understand the value of climate change programs?

**A:** As far as mitigation is concerned, no, I don’t think so. You are dealing with some very nebulous concepts, such as payments for this thing called carbon. The idea that using a clean cookstove may play a contributing role in stopping the world from heating up! I think this concept is quite abstract to many people.

Adaptation, on the other hand, is more direct. Communities understand that adaptation interventions help with the “here and now” climatic events, such as storms and droughts.

**Q** Are there any climate change myths?

**A:** Climate change is often referred to as “global warming.” The global surface temperature is warming at an alarming rate, but locally, people are seeing something very different. For instance, this year, Europe saw the coldest winter in decades, while Australia had some of its worst floods this century. It is difficult explaining this to a layperson who’s expecting things to be hotter and dryer. But climate change is real, it is happening, and it will impact nearly a billion Africans before 2050—so we had better do something about it now.

**Q** What are some near-term goals?

**A:** My initial goal is to set up a strategy on how we will implement our climate change portfolio through various methods, including conservation enterprise. It is vitally important that AWF shares a common vision and direction on how we tackle climate change in Africa.

I also want to start identifying significant projects to undertake. AWF has over the years done a number of climate change–related projects, and done them well. On the whole, however, these projects have been small. If we are to make a substantial impact on this issue, we need to scale up our work. Climate change is such a cross-cutting matter that it needs to be included in everything we do. ▾

To read up on our climate change work, visit [awf.org/climatechange](http://awf.org/climatechange)

**Climate change will impact nearly a billion Africans before 2050**



▲ Changes in climate have led to increased droughts and unreliable farming seasons.



▲ Investment by African Wildlife Capital has helped Rungwe Avocado Co. increase avocado production and improve the livelihoods of thousands of people.

**AWC IS LAUNCHED**

March 2011

**RUNGWE AVOCADO COMPANY**

June 2011



**OL PEJETA CONSERVANCY**

April 2012





# INVESTING IN CONSERVATION

In 2011, AWF took advantage of an Africa teeming with entrepreneurial innovation and launched African Wildlife Capital (AWC). AWF's impact-investment subsidiary would provide financing to commercially viable, private-sector companies with the potential to make a positive conservation and socioeconomic impact. "We are investing in businesses driven by a private sector willing to create enterprises that also benefit conservation and local communities. Strong organizations identify opportunities, and that's what we've done," explained Giles Davies, investment manager for AWC.

After only one year, AWC has achieved a number of milestones that are showing how investing in responsible businesses can be a great way to advance our conservation mission.

## 1st conservation audit

AWC includes conservation covenants in its contracts, specific conservation and socioeconomic measures the company receiving financing is required to fulfill, and conducts annual conservation audits to ensure terms are being met. In FY12, AWC conducted the first conservation audit of its first investee, Rungwe Avocado Co. The audit found that Rungwe, which is located near Tanzania's most important montane grassland ecosystem, has successfully limited agricultural sprawl while also improving the livelihoods of more than 2,000 local farmers through an outgrower scheme, where they produce avocados on their own lands for sale. Moreover, the audit found that these outgrowers—expected to reach 5,000 in the next few years—sign conservation contracts with Rungwe, so that these conservation behaviors cascade down to the level of the individual farmer.

## 3 sectors in 3 countries

In addition to investing in Rungwe Avocado Co., where AWC is making an impact in Tanzania's ▶

**GROOTBERG LODGE**

September 2012



agricultural sector, AWC has also secured deals with two other companies, representing different sectors in two other African nations.

In northern Kenya, AWC provided financing to Ol Pejeta Conservancy—a 90,000-acre private conservation area that includes cattle ranching and meat processing—to pursue a commercial trading partnership with its pastoralist neighbors. The arrangement allows pastoralists to sell their aged livestock to Ol Pejeta, giving them regular income and access to new markets. It also alters the region’s typical boom-or-bust reality of herd management, where pastoralists amass large herds

## The arrangement alters the boom-or-bust reality of herd management

of livestock—which damage the savanna ecosystem, negatively impacting wildlife habitat—only to lose them, and income, during times of drought.

Meanwhile, in Namibia, AWC has ventured into the conservation tourism sector. There, AWC investment is allowing Grootberg Lodge, the first community-owned lodge in the country, to make structural improvements to its facility with the goal of accommodating more tourists, thereby increasing revenues. In a region poor in monetary wealth, but rich in endemic species and habitat diversity, the Grootberg renovations have the potential to provide additional employment, up to US\$125,000 in wages, and up to US\$180,000 in community income per year.

### The 1st payment

AWC’s first round of financing of US\$3 million for conservation businesses came from select AWF trustees. Just one year later, AWC made its first payment back to this investor group. ▾



▼ Grootberg Lodge is located in a region poor in monetary wealth but rich in endemic species.





▼ AWC financing to OI Pejeta Conservancy provides pastoralists access to new markets.

## Multiple Models of Conservation Enterprise

The Kazungula Heartland is home to many of Africa's megafauna, including elephants, rhinos, and large carnivores. But the rapid rise of human settlements along the north bank of the Zambezi River has led to a corresponding rise in human-wildlife conflict, illegal hunting, and poor fishing practices, putting pressure on the region's natural resources. With generous support from the Environment Agency of Abu Dhabi, AWF has pursued a range of enterprise projects, including the following three, that provide alternative livelihoods to local communities while also protecting biodiversity.

- The Zambezi River is a major source of livelihood but years of overfishing have taken their toll on the fish population. AWF is teaching nearby villages about good fishing practices and established the integrated Inyambo Fish Farm in Mwandi Royal Village. By February 2012, Inyambo had already bred enough three-spotted bream—a species indigenous to the Zambezi—to release more than 50,000 fingerlings back into the river. The fish farm eventually expects to produce 24 tons of market-ready fish and 600,000 fingerlings, which will reduce fishing pressure on the Zambezi,

supplement people's diets, and generate additional income for the community.

- Further downstream, AWF is working to bring tourism-related benefits to the Sekute Chiefdom by constructing Machenje Fishing Lodge, a high-end sport-fishing facility. Ownership of Machenje and its corresponding land will remain with the Sekute community. A benefit-sharing agreement allows both the community and the private operator that will be managing the lodge to benefit from Machenje's future success.
- Also in Sekute, where the community set aside 20,000 hectares of land for conservation, AWF completed a feasibility study for a potential wildlife breeding sanctuary. The sanctuary would allow the community to produce high-value wildlife—such as roan and sable antelopes—that could then be sold to other conservation areas to replenish their populations. The study identified 5,000 hectares of land within the Sekute Community Conservation Area as suitable habitat, and AWF will soon determine next steps with the community.



# Rediscover

## AFRICA'S PEARL

A trove of natural assets and beauty inspired Winston Churchill to dub Uganda “the pearl of Africa.” Despite a thriving industry in the southwest built around mountain gorilla tourism (see pp. 14 – 15 for more on AWF’s mountain gorilla efforts)—and savanna and forested landscapes that boast an array of wildlife, from elephants to chimpanzees to lions—tourism elsewhere in the country has been more sporadic.

As part of an expanding involvement in the country, AWF developed guidelines for evaluating the conservation and socioeconomic impact of conservation tourism enterprises and used the framework to assess five projects in Uganda. AWF rated the projects according to their conservation relevance, social impact, business plan, and management of benefits, among other characteristics.

Several themes emerged from AWF’s analysis, including a lack of diverse enterprise locations—the report cited the

**“Linking tourism to biodiversity conservation ... unlocks many opportunities.”**

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▲ Indeed the “pearl of Africa,” Uganda is home to many beautiful landscapes that, with AWF’s assistance, could improve conservation tourism and biodiversity.



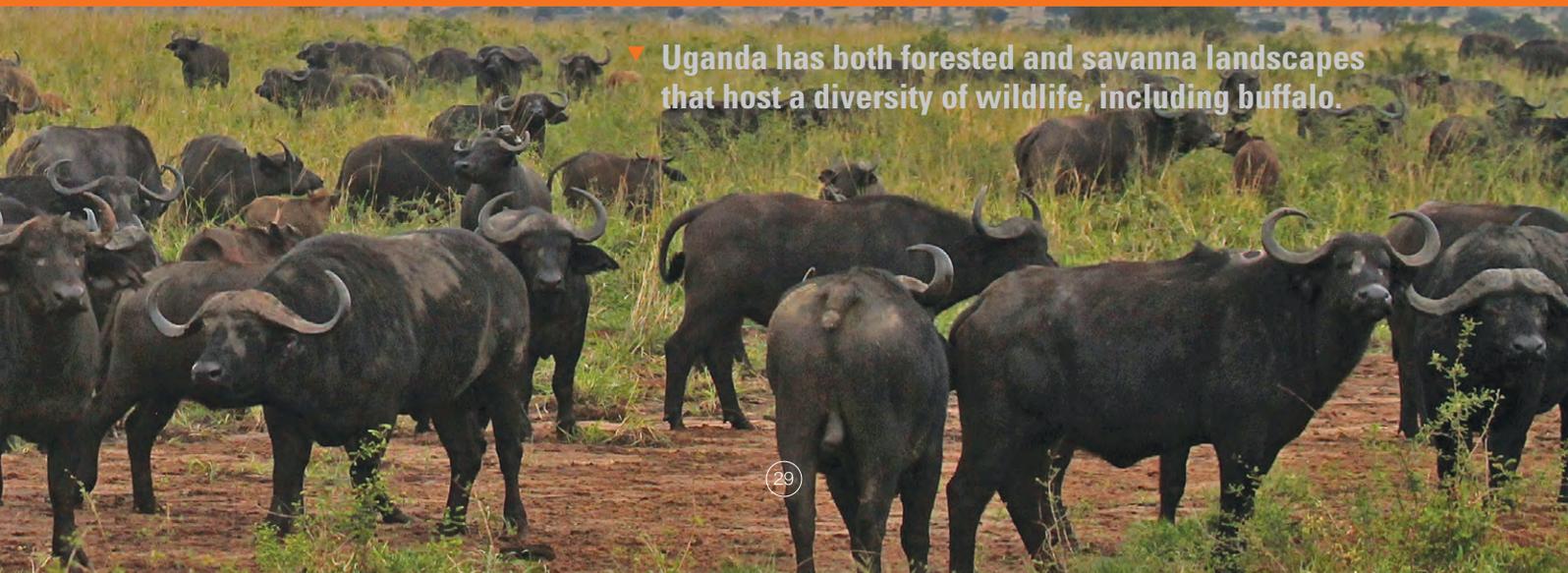


need to secure new private areas adjacent to national parks, for example—the low level of governmental support for conservation tourism, and the small scale and negligible conservation impact of these enterprises.

AWF is using this knowledge to help Uganda build up its conservation tourism industry and, in the process, enhance its biodiversity conservation. A new countrywide project, funded by U.S. Agency for International Development (or USAID), will focus on five sites: Murchison Falls National Park, Kidepo Valley National Park, Lake Mburo

National Park, and the Budongo and Kalinzu Forest Reserves with their adjacent wildlife dispersal areas.

“In Uganda, rural poverty is rooted in a lack of economic opportunities and in the deterioration of natural resources essential to rural productive activities,” explains Kaddu Sebunya, AWF’s director for the new Tourism for Biodiversity Program. “Linking tourism to biodiversity conservation and the well-being of local communities, and understanding how and where they overlap, unlocks many opportunities in the country.”



▼ Uganda has both forested and savanna landscapes that host a diversity of wildlife, including buffalo.



▲ **Mweka Wildlife College provided Africans the training they needed to effectively manage wildlife resources.**

## 50 Years of Capacity Training

Nestled in the foothills of Mt. Kilimanjaro, in Mweka, Tanzania, lies the College of African Wildlife Management. Mweka College, as it's more commonly known, was founded in 1963, in part with a US\$41,000 grant from AWF. It was a time when, as independence movements swept the continent and Africans assumed control of all aspects of government, few had the education or training to effectively manage their country's wildlife and natural resources.

Fifty years later, Mweka has trained more than 5,000 wildlife managers from 72 countries and is considered a pioneer in the field of African wildlife and tourism management training. "The type of wildlife management being practiced on the continent has largely been influenced by the training offered here," explains Acting Rector Dr. Freddy Manongi, himself a Mweka graduate.

"Mweka graduates are found in virtually all protected wildlife areas in sub-Saharan Africa," Dr. Manongi adds. Graduates

occupy senior positions in wildlife institutions in more than 14 countries across the continent, from Tanzania to the Democratic Republic of Congo, Malawi to Mozambique, Sierra Leone to Swaziland, and more.

### **Multiplying impact**

Today, Dr. Manongi acknowledges that conservation needs are changing in Africa and the original curriculum—created with input from chief game wardens, national park directors, and representatives of wildlife ministries from Tanzania, Kenya, Uganda, and Zambia—requires adjustment to best address those changes. Even so, the college continues to lead the way in training wildlife managers across Africa.

As AWF continues to support students through scholarships and protected area authorities through in-situ training projects, Mweka stands as a 50-year symbol of AWF's commitment to capacity building in Africa. ▽

# DEVELOPING A NEW GENERATION OF CONSERVATIONISTS

Ask Daudi Sumba about the biggest conservation challenges facing AWF today, and chances are AWF's vice president for program operations will say it's the lack of qualified conservationists willing to work in the African bush.

"When you work in remote environments, there are always capacity challenges," Sumba says. "It is difficult to attract the best and brightest young people. Most would rather work in the city with the infrastructure and conveniences of living in an urban area."

## 1st class

Drawing from its capacity-building roots, AWF launched the Conservation Management Training Program (CMTTP). This rigorous program immerses qualified master's graduates in AWF's conservation work for 24 months, helping to develop tomorrow's class of African conservation professionals.

Of 100-plus applicants, three were chosen as the first class of trainees. Samuel Loyd of the United Kingdom holds a master's in conservation science. Kenyan forestry specialist George Okwaro holds a master's in natural resources management. Theo Way Nana has a law background and worked as an AWF program officer in his native Democratic Republic of Congo.

After a three-month orientation in Nairobi—where Loyd reports they learned about "a range of topics, from how stock exchanges work to how tribes in the north of Kenya make decisions"—all three trainees are now in the field. Loyd supports ecological and community development in the Kazungula Heartland in Zambia. Okwaro is implementing AWF's climate change and forestry work in Kenya's Mau and Chyulu Forests and Tanzania's Kolo Forest. Nana is working with pastoralist communities in the Samburu

Heartland in northern Kenya on participatory forest and land management.

The experience is proving useful for both AWF and the trainees. Says Okwaro, "I am learning different approaches to fostering conservation and marvel at AWF's success stories." ✎

- ▼ **George Okwaro's love of conservation began when he was just 8 years old while helping his uncle plant trees. Now armed with a master's degree in natural resources management, he is implementing AWF's climate change and forestry projects in Kenya and Tanzania through the Conservation Management Training Program.**

**"I am learning different approaches to fostering conservation"**

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Follow the trainees' adventures  
at [awf.org/cmttblog](http://awf.org/cmttblog)



# A BETTER FUTURE FOR AFRICA'S CHILDREN

In the coming decades, population growth and economic transformation will put unprecedented pressure on land wherever people must exploit natural resources for income. Education disrupts the cycle of poverty and degradation by providing students with sustainable employment options. Instead of clearing land for farms or hunting wildlife, educated adults have access to modern careers.

AWF is therefore initiating a new conservation program, AWF Conservation Schools (ACS), that builds local capacity from the ground up. The first systematic approach to linking conservation with primary education, ACS will build modern school facilities, provide appropriate technology, and offer teacher training and incentives in regions of high conservation value.

ACS will ensure that local children have a foundation for more prosperous lives. As AWF CEO Patrick Bergin notes, “If you’re a community that lives with wildlife, then through ACS, we will give you access to the best educational services.” In return, these communities will agree to certain conservation targets, such as using resources sustainably or setting aside land for wildlife. AWF has already piloted this approach at Lupani Primary School in Zambia. Since the school’s opening, land clearance and resource abuse have plummeted around the conservation area that was created in exchange for AWF support. The school’s progress underlines ACS’ goal of fostering a culture of conservation for the future.

AWF is currently developing systems that will ensure effective implementation of ACS, but Lupani School’s ongoing success is already illustrating that conservation and socioeconomic progress are not mutually exclusive, but mutually reinforcing. ▾

- ◀ **The success of Lupani Primary School in Zambia shows how education and conservation can go hand in hand.**

**“If you’re a community that lives with wildlife, then through African Wildlife Conservation Schools, we will give you access to the best educational services”**



▲ AWF has trained both teachers (pictured here) and students so they can adequately use the IT lab at Manyara Ranch Primary School—a rarity in Tanzania.

## ACCESS TO TECHNOLOGY AND THE WORLD

James Mithamo normally isn't called upon to implement an AWF project in the field. But this was an exception, and late 2011 found AWF's director of IT spending a lot of time in rural northern Tanzania.

### **“We are empowering people to link to the world and learn about conservation”**

In early 2012, thanks to the efforts of Mithamo and the Maasai Steppe Heartland team, as well as the funding support of Annenberg Foundation, AWF unveiled a brand-new computer lab at Manyara Ranch Primary School. The school is located in the Manyara Ranch Conservancy, which helps protect a critical wildlife corridor connecting Lake Manyara and Tarangire National Parks.

The state-of-the-art facility, which features 40 new HP 500 desktop

computers with Internet capability, is a rarity for Tanzania. “Everyone is looking at this as a model for the future of schools,” Mithamo said. “There is a lot of excitement for the community, teachers, and students.”

Indeed, interest in the computer lab has come from far and wide, according to Maasai Steppe Heartland Director John Salehe. “Teachers from other schools have asked to come and study with the teachers here in the evenings, workers from Manyara Ranch have been attending training lessons, and villagers have been asking about the possibility for them to attend lessons on the computers,” he related. An IT assistant provides on-site support.

While there have been some hiccups—ensuring continual electricity to the school was an early challenge, and until recently there was a shortage of paper, which limited the printing of exams and student assignments—teachers and students have

moved forward with using the technology. “Students have shown an interest in being able to write letters, stories, or songs, using the computers,” Salehe said. “There have also been some teaching games, whereby the students are increasing their typing speed.” Next up: a Manyara Ranch Primary School blog.

### **Greater potential**

For AWF, supporting the school incentivizes the community to conserve the corridor for wildlife. But Mithamo sees even greater potential. “Information is power; knowledge is power,” he said. “We are empowering people who live in a remote location to link to the world and learn about wildlife and conservation.”

This potential is not lost on the students of Manyara Ranch School. When the lab was opened, one wisely predicted, “We will ... discover the world.”



# THE RIPPLE EFFECT OF SCOUT SUPPORT

A key aspect of AWF's capacity building work involves the training and placement of scouts in conservancies and community lands set aside for conservation. From Kenya south to Zambia, from the Democratic Republic of Congo west to Burkina Faso, AWF's provision of uniforms and boots, walkie-talkies, and gasoline for vehicles; training in ecological surveying and natural resource management; and funding for paramilitary training have allowed community scouts to take a leading role in anti-poaching

**“I wanted to be a person that works within the community and helps improve the conservancy”**

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efforts. By conducting regular patrols within conservancy boundaries, educating their neighbors about the importance of sustainable natural resource management, and gathering critical information on potential poaching operations, community scouts have helped to create buffer zones outside of national parks and other protected areas.

“I wanted to be a person that works within the community and helps improve the conservancy,” said Jacob Sakimba, a scout working in the Kilitome Conservancy of AWF's Kilimanjaro Heartland. Sakimba, who has a wife and five kids, also notes the income benefit of his scout work: “My family loves that I have this job. I earn a salary, and it pays our kids' school fees.”

Perhaps most importantly, AWF's support has had a positive ripple effect beyond simply those individual scouts: Our scout work builds awareness about, and a foundation for, conservation throughout communities and, ultimately, future generations. “We are helping to teach people about conservation,” said Jackson Cytonik, a scout working in the Ole Narika Conservancy in Kilimanjaro Heartland. ▾

▶ **Community scouts, who help catch poachers and raise awareness about proper natural resource management, make a difference across Africa.**

- ▶ **AWF will provide a special advisor to guide South Sudan on how best to develop its wildlife management policies.**



## REDD+ Success

In the Kolo Hills Forests of Kondo, Tanzania—which provide the source waters for the Tarangire River—continued deforestation and degradation from slash-and-burn agriculture prompted AWF to implement a Reducing Emissions from Deforestation and Forest Degradation (REDD+) pilot project with the Royal Norwegian Embassy. Hawa Ibrahim Chora was among those who received an improved variety of maize seeds and training in sustainable farming techniques through the program. After planting  $\frac{3}{4}$  acre of the improved seeds in 2011, she harvested 12 sacks of maize—which provided enough food for an entire year, plus additional output that Chora sold, allowing her to purchase 26 metal roofing sheets for her home. Best of all, she continued applying her newly learned farming techniques in 2012—without requiring any AWF involvement. Under the project, farmers such as Chora increased their maize yields nearly eightfold.

## ADVISING A NEW NATION

South Sudan may still be in its infancy in terms of statehood, but its biodiversity has matured over millennia and rivals the flora and fauna of some of the continent's most established nations.

Home to several endemic wildlife species—from the Nile lechwe, an endangered species of antelope, to the Hoogstral's striped grass mouse—South Sudan also boasts more than 1,000 endemic plant species. Its national parks provide the backdrop to some of the largest migrations in the world: Each year, about 600,000 white-eared kob migrate between South Sudan's Boma National Park and Ethiopia's Gambella National Park, making it Africa's second-largest mammal migration.

Being a new nation, though, means South Sudan is still developing its wildlife and land-use policies and is in the early stages of establishing the infrastructure required to both protect and benefit from its wildlife resources. The government has therefore reached out to AWF for our expertise in natural resource management and protection and our knowledge of best practices in conservation.

In the coming months, a special AWF advisor will begin liaising with the South Sudanese government and help project a positive path forward for South Sudan's wildlife and people. The advisor will provide the government with expertise, contacts within the conservation community, and wisdom of experience from AWF's decades of work on the ground, ensuring that the new country's conservation agenda ripens alongside its political and socio-economic agendas. ♣

# AWF ON THE WORLD STAGE

Being an effective voice on conservation requires staying connected with governments and other NGOs and staying updated on the latest thinking on conservation and the environment. AWF therefore regularly attends local, national, regional, and global conferences. Our engagement helps to inform national and global policy frameworks with experience and insights from the field—ultimately helping to create an enabling environment for conservation in Africa. Following are just some of the meetings AWF participated in this past year.

December 2011 ····· **COP17: 17TH CONFERENCE OF THE PARTIES TO THE UN FRAMEWORK CONVENTION ON CLIMATE CHANGE**

*Durban, South Africa*

Noting that deforestation in Africa is occurring at a rate four times the world average, AWF President Helen Gichohi drew attention to the plight of Africa's forests during Forest Day 5, which took place alongside COP17. "Imagine Africa without the migrations, great apes, and its diverse wildlife," Gichohi said in her keynote speech, drawing a link between the health of Africa's forests with the long-term survival of its wildlife. View her speech at [awf.org/climatechange](http://awf.org/climatechange)

March 2012 ····· **WORLD WATER FORUM**

*Marseilles, France*

····· **LANDSCAPES FOR PEOPLE, FOOD AND NATURE**

*Nairobi, Kenya*

April 2012 ····· **GLOBAL ALLIANCE FOR CLEAN COOKSTOVES: EAST AFRICA STAKEHOLDER CONSULTATION AND STRATEGIC PLANNING WORKSHOP**

*Nairobi, Kenya*

June 2012 ····· **RIO+20: UN CONFERENCE ON SUSTAINABLE DEVELOPMENT**

*Rio de Janeiro, Brazil*

September 2012 ····· **IUCN WORLD CONSERVATION CONGRESS**

*Jeju, South Korea*

····· **AFRICA GREEN REVOLUTION FORUM**

*Arusha, Tanzania*

# From Program Experience... to Program Design

By Jimmiel Mandima, director for policy and program design

*In October 2010, Zambezi Heartland Director Jimmiel Mandima traded his field gear for a business suit, and crossed an ocean from Kariba, Zimbabwe, to become AWF's director for policy and program design in Washington, DC:*

The experience started with the realization that the familiar wilderness of the field was no more. Instead, I was embedded in a different kind of wilderness—the bustling populace and traffic grid of downtown DC—and I appreciated the reality of the transition.

Next was the change in work environment: I began spending more time in meetings... and roundtables, workshops, and conferences. All involved “think-tank” collaborative platforms, where representatives from the public, private, and NGO sectors talked about the outlook for conservation and development, and how the two intersect.

That was a wake-up call.

## Model that adds value

But two years down memory lane, this is proving to be an extremely exciting experience. It is also a model that adds value to AWF's positioning in the unpredictable U.S. public-fundraising environment. As the U.S. government continues to push for more

accountability, and AWF partners such as the U.S. Agency for International Development (or USAID) pursue reforms that seek to devolve more participation of local entities in the target countries, my experience has proven relevant in sharing about the field realities of AWF's landscape-level conservation approach.

## It is strategic for program design to communicate best practices from across our landscapes

The field experience has enabled me to meaningfully represent AWF in a diverse portfolio of platforms, working with the U.S. Congress, USAID, the U.S. Fish and Wildlife Service, and African embassies in DC.

## Better positioning

In all these cases, AWF has been able to inform the thinking that goes into the U.S. government's strategy development, during a time when several initiatives relevant to our mission are being advanced. My Zambezi Heartland experience attracts interest from audiences as they listen to authentic field-based stories on what should be priorities.

This provides better positioning for AWF in communicating our story of conservation work in Africa, a profile that gets donors and implementing partners to want to learn more and partner with us.

In view of the growing competition for public funding for conservation, it is strategic for program design to communicate best practices from across our landscapes and actively contribute to cross-cutting learning and knowledge management. I see my role as a worthwhile investment that helps raise the profile of the AWF brand and that can, in the medium to long term, help secure funding. ▾

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

AWF thanks our funding partners for their support and commitment:



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## *Representation Across the Globe*

Conservation in Africa is not simply an African issue. Africa's tremendous natural resources, including its iconic wildlife, are treasured and enjoyed by people from around the world; Africa's conservation challenges must therefore be addressed by committed governments, NGOs, and stakeholders the world over.

In keeping with this philosophy, AWF has worked to expand our Board of Trustees to develop greater international representation. Consequently, AWF trustees hail from different countries throughout Africa, North America, and Europe. AWF is currently working to engage potential trustees from Asia. Going forward, we want to ensure a truly diverse board of trustees.

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## STRAIGHT FROM THE FIELD

The best way to learn about what's going on in the field is to hear directly from those who are there—which is why we make sure to fly in some of our African staff to the United States a few times each year. These visits allow those who support AWF's conservation efforts to meet one-on-one with those who do the work, and have all their burning conservation questions answered.

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\* Reflects trustees who served during the 2012 fiscal year, as well as those serving at the time of report production.

AWF also offers a number of exclusive membership safaris throughout the year. For more information or to sign up, visit [awf.org/safari](http://awf.org/safari)



## CEO ACCESS

Our special CEO Webinars keep our donors updated on pertinent conservation information and the challenges facing our team—all from the comfort of your desk. Our first Webinar took place in April 2012 and detailed Africa’s rhino poaching crisis, plus the results of AWF’s emergency Rhino Summit (see pp. 4 – 5). Other topics have included the impact of development and transportation on Africa and AWF criteria for getting involved in a new landscape.

## GLOBAL LEADERSHIP

AWF’s trustees (see opposite) provide great oversight and support of AWF’s conservation programs. We, in turn, try to ensure they stay informed about our efforts, through monthly teleconferences and semi-annual meetings. As support for African conservation continues to grow around the world, AWF, for the first time, held a meeting specifically for European trustees and constituents.

## WHEN THE BUYING STOPS

While it’s important for our donors to understand Africa’s conservation challenges, public education needs to extend around the world, too. Following our Rhino Summit (see pp. 4 – 5), AWF launched a rhino poaching public awareness campaign in China. Leveraging the influence of Chinese celebrities such as former NBA star Yao Ming, this campaign, which AWF launched with NGO partner WildAid, will feature high-impact TV commercials and billboards that educate the Chinese about how their demand for rhino horn results in rhinos being brutally killed in Africa. As the campaign tagline says, “When the buying stops, the killing can too.”

# GET EDUCATED STAY ENGAGED

AWF provides a number of donor-engagement activities throughout the year, so loyal supporters like you have multiple opportunities to stay on top of the critical issues related to African conservation. Following are just some of the ways we’ve kept you informed and engaged during the past fiscal year.

# INVESTMENT BY STRATEGY

Land  
50%

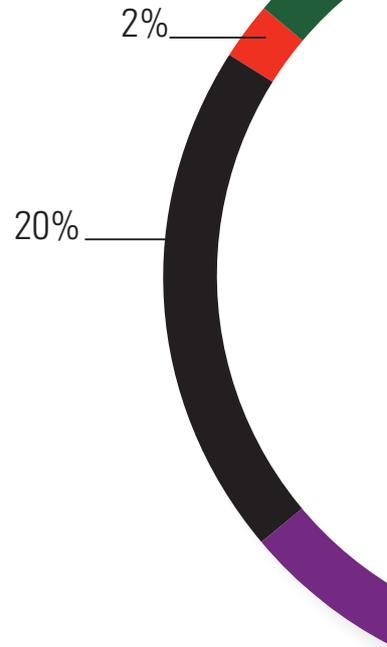
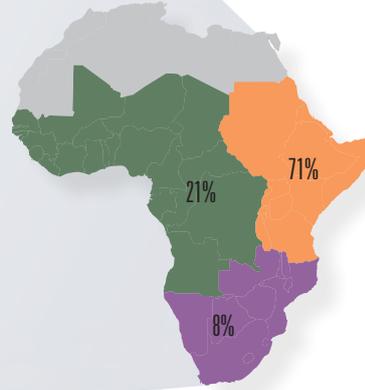
People  
23%

Enterprise  
19%

Wildlife  
8%

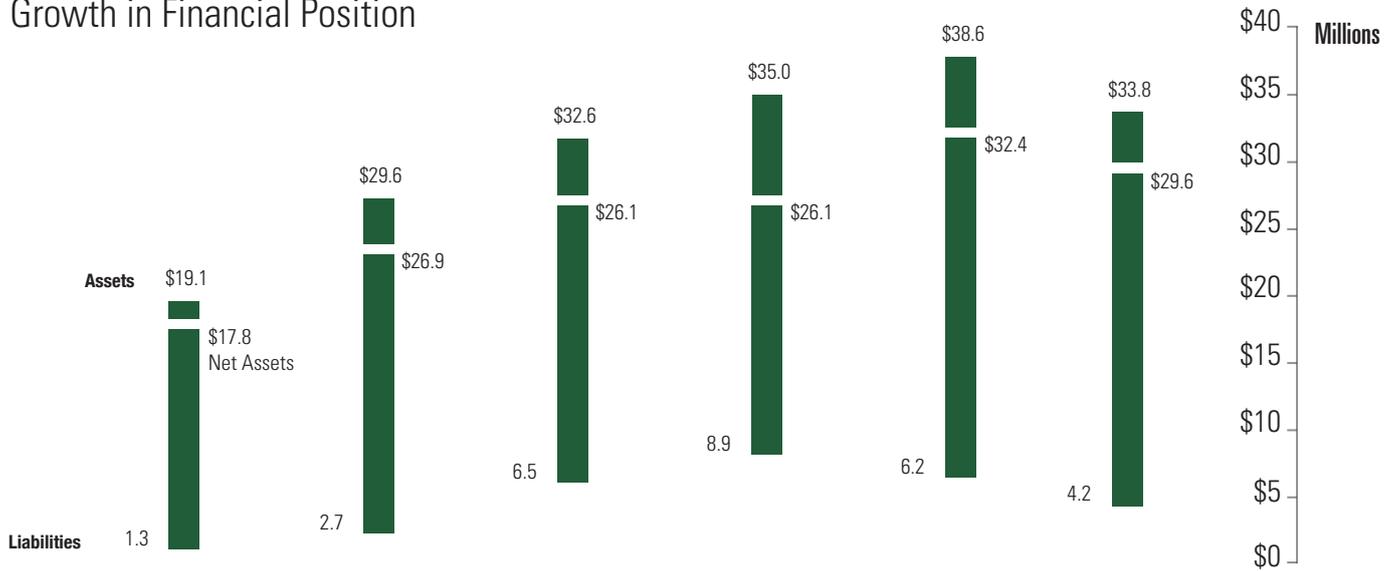
Financials

# INVESTMENT BY REGION

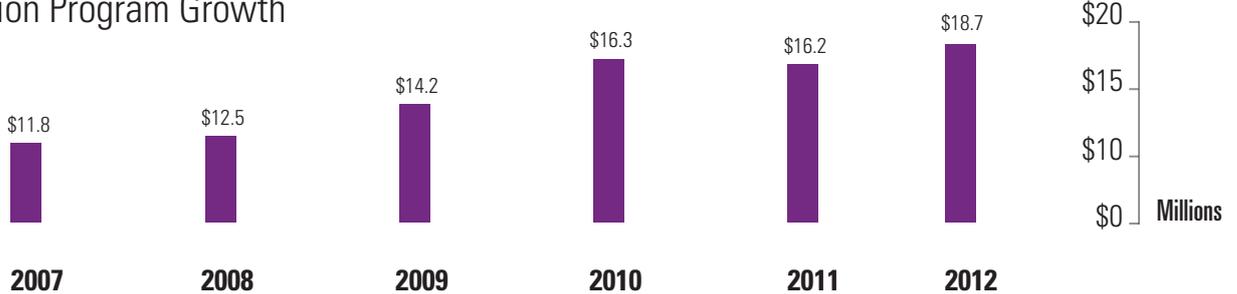


In FY12, AWF again earned the coveted four-star rating from Charity Navigator for executing our mission in a fiscally responsible way. The following overview shows how we leverage our funding to deliver programmatic success in the most impactful way.

## Growth in Financial Position

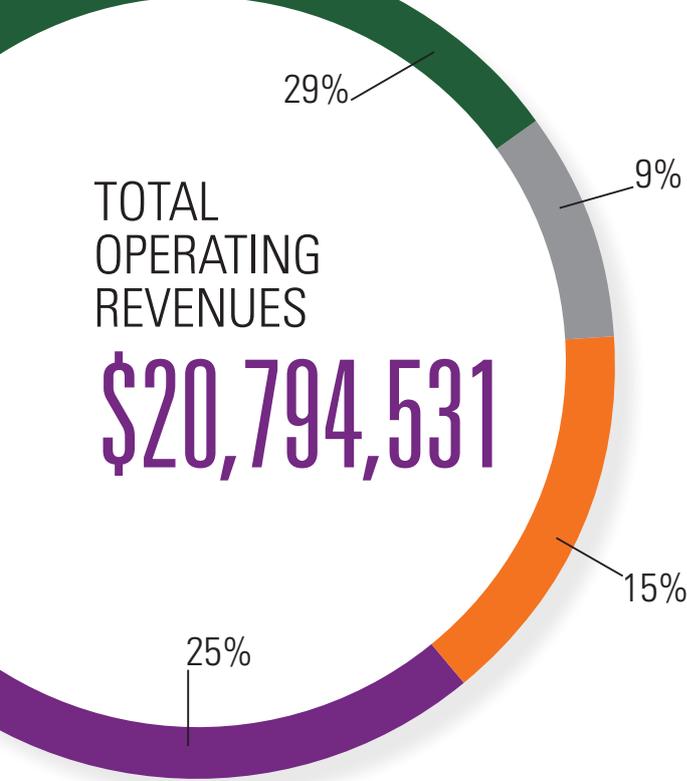


## Conservation Program Growth



TOTAL OPERATING REVENUES

**\$20,794,531**

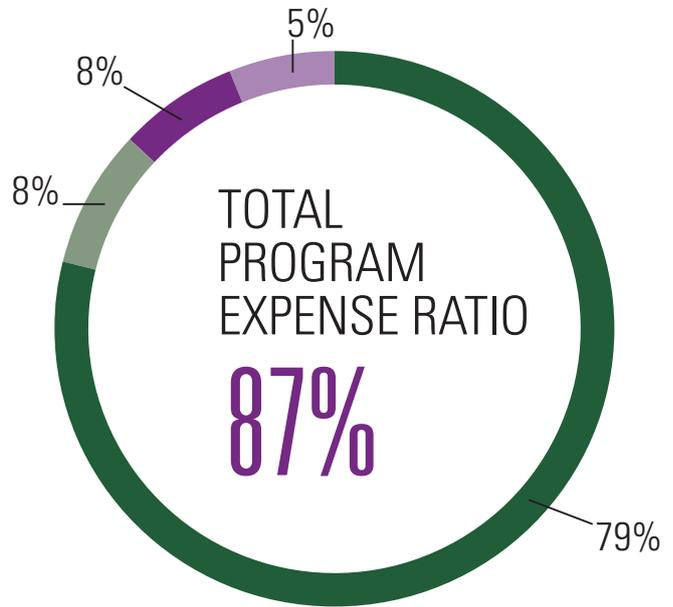


Operating Revenues

|                          |                     |
|--------------------------|---------------------|
| Individual               | \$ 6,027,904        |
| Legacy                   | 1,861,268           |
| Corporate and Foundation | 3,126,543           |
| U.S. Government          | 5,108,893           |
| Non-U.S. Public Sector   | 4,224,823           |
| Net Assets Utilized      | 445,100             |
| <b>Total</b>             | <b>\$20,794,531</b> |

TOTAL PROGRAM EXPENSE RATIO

**87%**



Program Expenses

|                               |                     |
|-------------------------------|---------------------|
| Conservation Programs         | \$18,707,952        |
| Education & Outreach          | 1,990,132           |
| <b>Total Program Services</b> | <b>\$20,698,084</b> |

Supporting Service Expenses

|                                  |                     |
|----------------------------------|---------------------|
| Fundraising                      | \$ 1,804,934        |
| Administration                   | 1,101,227           |
| <b>Total Supporting Services</b> | <b>\$ 2,906,161</b> |

|                                       |                     |
|---------------------------------------|---------------------|
| <b>Grand Total Operating Expenses</b> | <b>\$23,604,245</b> |
|---------------------------------------|---------------------|

SNAPSHOT OF OUR SUCCESS

**7** Enterprise projects opened for business

**\$11.8 MILLION** Acres of land under improved conservation management

**15** Target wildlife populations with improved conservation status

**\$3.5 MILLION** Direct financial benefits disbursed to communities

**8,240** Community people who received training

Note: All data is for the fiscal year ended June 30, 2012.

# WAYS TO GIVE

It's easy to make a difference for Africa's wildlife and wild lands! Simply select the option most convenient for you.

## BE A LEADER

Just as AWF is leading on the ground when it comes to conservation in Africa, you, too, can be a leader when it comes to your support. Your decision to make a leadership gift is the ultimate investment in Africa's wildlife and wild lands. [awf.org/leadershipgifts](http://awf.org/leadershipgifts)

## LEAVE A LEGACY

Leave a legacy that will preserve the continent's unique natural treasures for your children, grandchildren, and future generations, by including AWF in your will or other estate plans. Whether it's a simple bequest in a will or naming AWF as a beneficiary of your trust or retirement plan, your legacy gift will ensure that elephants, lions, mountain gorillas, and rhinos have a place in Africa's future.

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

## GIVE ONLINE

Join one of our leadership giving circles by making a donation online. And, stay connected to AWF by signing up for AWF's monthly e-newsletter: You'll keep up to date on the latest news and safari announcements. [awf.org/ARdonate](http://awf.org/ARdonate)

## TRANSFER ASSETS

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 to AWF. If you live in the United States, you will receive a charitable tax deduction for their full market value and additionally pay no capital gains tax—ensuring your gift has the greatest conservation impact possible. AWF also accepts gifts of property. [awf.org/stock](http://awf.org/stock)

### CONTACT US TO LEARN MORE ABOUT HOW YOU CAN SUPPORT AWF AND AFRICAN CONSERVATION:

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*AWF's annual report production team gives our sincere thanks to everyone who assisted in helping to produce this annual report.*

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AWF greatly appreciates the contributed photography supplied to us throughout the year: Billy Dodson Photography ([www.savannaimages.com](http://www.savannaimages.com)), Federico Veronesi ([www.federicoveronesi.com](http://www.federicoveronesi.com)), Lee Slabber, and our very own Craig R. Sholley.





AWF for the 11<sup>th</sup> year in a row has earned the highest rating possible from Charity Navigator



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*Now is the time to act. Today can be the day that you secure a tomorrow for elephants, rhinos, lions, mountain gorillas, and other species. Together, we make a difference for Africa's wildlife and people.*

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