

Annual Report 2001

# 40 Years of Conserving Wildlife and Wild Lands in Africa



1961-2001



AFRICAN WILDLIFE FOUNDATION®

## OUR MISSION

The African Wildlife Foundation recognizes that the wildlife and wild lands of Africa have no equal. We work with people—our supporters worldwide and our partners in Africa—to craft and deliver creative solutions for the long-term well-being of Africa’s remarkable species, their habitats and the people who depend upon them.

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Luangwa River, South Luangwa National Park, Zambia

From the Chair



## FORTY YEARS OF PROTECTING AFRICA'S WILDLIFE

When the African Wildlife Foundation was founded 40 years ago, it was the only international organization focused entirely on African conservation. “No one knew or thought much about protecting wildlife and preserving the environment in 1961,” Russell Train, one of AWF’s five co-founders, said recently.

Judge Train, along with Nick Arundel, Jim Bugg, Kermit Roosevelt and Maurice Stans, had a simple objective for AWF: to help protect for future generations the magnificent wildlife heritage of Africa that they all had experienced and enjoyed firsthand.

As we celebrate AWF’s 40th anniversary, it’s appropriate to pause and evaluate the results of four decades of dedication and effort devoted to conserving Africa’s magnificent wildlife and wild lands. Have we fulfilled our founders’ vision? Are we making a difference?

There have been losses, to be sure. The number of elephants in Africa is half what it was 40 years ago. The black rhino population has dropped from about 100,000 in 1960 to around 2,600 today. Wildlife habitat continues to shrink.

What these numbers don’t show is what Africa’s wildlife would look like if AWF and other conservation groups had not been active during the past 40 years.

It’s true that black rhino numbers have plummeted, but the fact that there are still black rhinos on the planet is only because of conservationists who took one step after another, finally resorting to virtually armed camps to protect the last members of the species. And black rhinos *can* make a comeback.

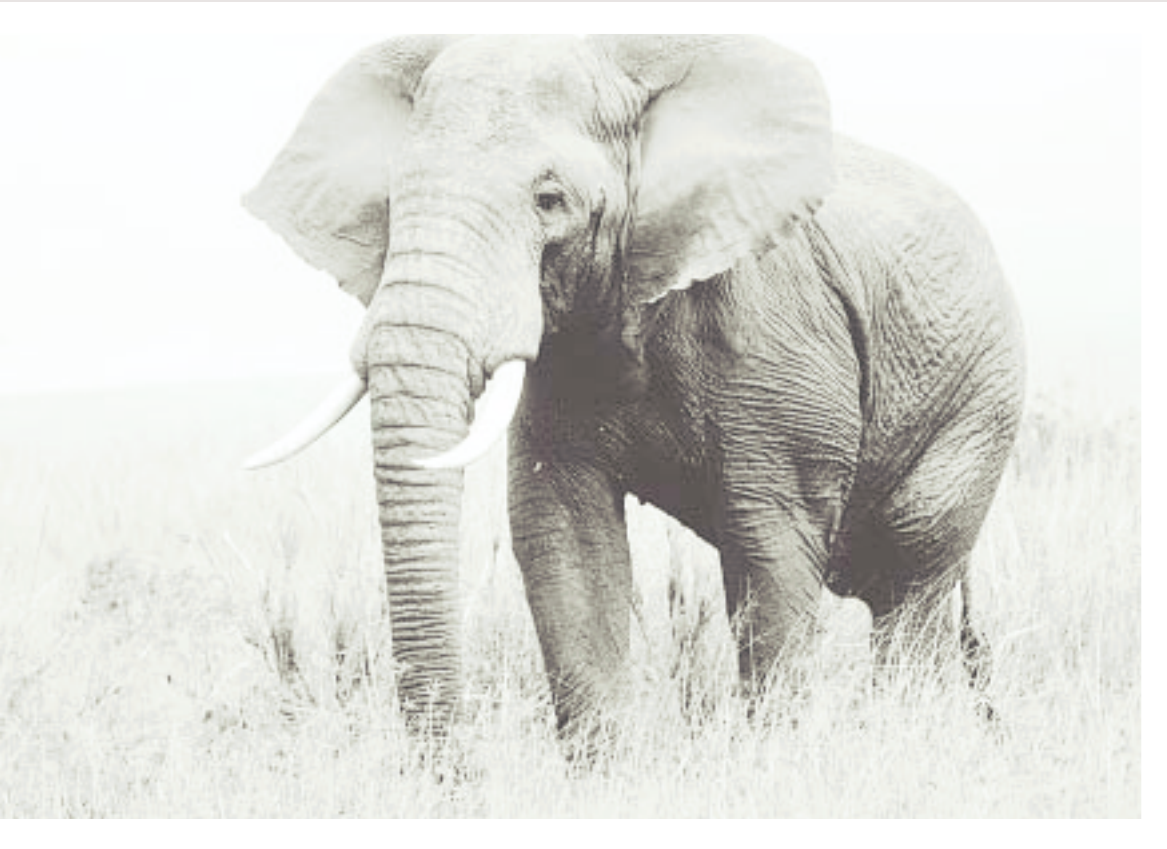
The southern white rhino, for instance, was on the brink of extinction in 1913, with only about 20 remaining animals, and today there are an astonishing 10,400.

Although elephants have dropped from approximately 1.3 million to 550,000 today, it was predicted during the poaching onslaught of the 1970s and 1980s that the African elephant would be virtually extinct by 2000. That hasn’t happened. In fact, their numbers are actually rising in some areas, including Amboseli National Park, through the efforts of the Amboseli Elephant Research Project, which AWF has funded since 1975. Even the mountain gorilla population is inching up despite the genocide in Rwanda and ongoing war in Democratic Republic of Congo.

We can also point to other successes. In 1961, few Africans were professionally trained in wildlife management. Now, thanks to the sustained work of AWF and others, virtually every park system on the continent is led by trained African professionals and a growing cadre of young African scientists.

So while we mourn the loss of wildlife over the last four decades, we are proud that, in many cases, we have been able to slow, stop and even reverse the slide of animals toward extinction. We look to a future where we can begin to return previously depleted lands to their former wildlife richness.

Stuart T. Saunders, Jr.



WE ARE PROUD THAT WE HAVE BEEN  
ABLE TO SLOW, STOP AND EVEN REVERSE  
THE SLIDE OF SOME ANIMALS  
TOWARD EXTINCTION



From the President



## BROADENING OUR BASE OF SUPPORT IN THE NEW CENTURY

The African Wildlife Foundation is the only conservation organization that works exclusively to protect wildlife in Africa—a mission AWF has been fulfilling for 40 years.

Africa is the pre-eminent home to wildlife. Think of a continent that embraces the largest land mammal (the African elephant) ... large predators (lions, leopards, cheetahs, African hunting dogs, hyenas) ... the higher primates (gorillas, chimpanzees and bonobos) ... the now-rare African species of rhino ... and species like the hippo and giraffe that seem incomparable to anything else on earth.

The mystique of Africa's wildlife, however, is not only in its large, photogenic species, but also in the diverse birds, reptiles, insects, trees, plants and vegetation. I myself have lived in Africa for 14 years and traveled widely there, but I have seen only a fraction of its wonders.

The urgent need to protect Africa's remaining rich, thriving ecosystems inspired AWF in 1999 to mark a new era in African conservation with its Heartlands program. In a little over a year, we had designated and "adopted" five Heartlands: Kilimanjaro, Maasai Steppe, Samburu, Virunga and Zambezi. In 2001, we added Four Corners and Limpopo in southern Africa. In each Heartland, our goal is the same: *to expand the area available to wildlife, to connect fragmented wildlands and to help rural people make income from their wildlife resources.*

We pursue these aims in a collegial manner—working with those who own and use the land to determine which species, ecosystems and sites are conservation priorities; which areas of the Heartland are vital to wildlife and should be

reserved for them; which land can safely be used for farms, pastures or tourist lodging; and the wildlife-based businesses most likely to bring jobs and prosperity to local communities.

Much of this interaction is handled by strategically located AWF Conservation Centers. In 2001, AWF continued to build its growing network of centers staffed with young African professionals skilled in everything from community mobilization to land-use planning to ecology to law. Their goal is to protect the many animals that live outside of parks and reserves. They do that by helping establish management plans and business enterprises on these privately owned lands that will promote wildlife conservation while economically benefiting the landowners.

Today, the African Wildlife Foundation has almost a half-century of proven experience in Africa, a well-designed program, an outstanding staff and a small band of generous donors. We support conservation activities over a large part of the most wildlife-rich parts of Africa. Yet our entire budget is approximately one tenth the budget of the San Diego Zoo and Wildlife Park.

To continue our crucial conservation work into the next century, we must greatly increase the flow of financial resources into our program. As we tell our story to an ever-widening circle of conservation-minded groups and individuals, we're confident that the necessary support will be forthcoming.

Patrick J. Bergin



WITH PROGRAMS AND STAFF IN PLACE,  
AWF SEEKS NEW FUNDING FOR  
ITS WORK TO SAVE AFRICA'S  
UNIQUE SPECIES AND ECOSYSTEMS

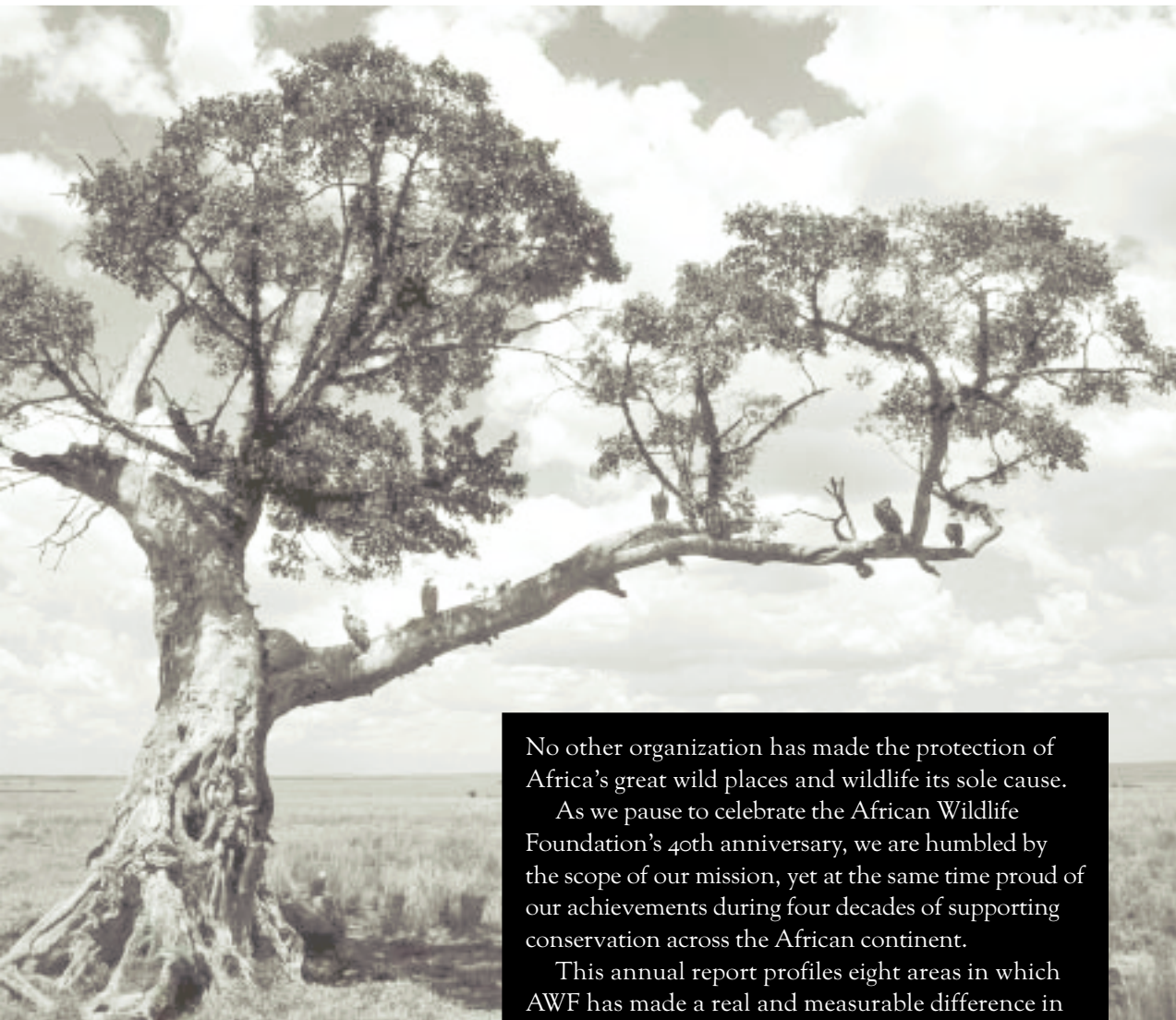


40th Anniversary 1961-2001

Conserving Africa's  
Wildlife and Wild Lands  
for

40  
Years





STEVE BEIN

No other organization has made the protection of Africa's great wild places and wildlife its sole cause.

As we pause to celebrate the African Wildlife Foundation's 40th anniversary, we are humbled by the scope of our mission, yet at the same time proud of our achievements during four decades of supporting conservation across the African continent.

This annual report profiles eight areas in which AWF has made a real and measurable difference in conserving the unique natural treasures of Africa—while helping the African people to manage and benefit from these resources.

## SAVING THE WORLD'S MOST ENDANGERED PRIMATE

1960

In chain reaction of nationalist demands, 17 sovereign African nations come into existence

1961

Washington Safari Club's Conservation Committee creates the African Wildlife Leadership Foundation, Inc. (AWLF)

1962

AWLF's first project is to help establish College of African Wildlife Management, Mweka, Tanzania



1963

Kenya becomes independent

AWLF scholarships fund four young Africans to study wildlife management at American universities

AWLF constructs conservation education center at Nairobi National Park

There would be no mountain gorillas in the Virungas today, the late Robinson Mcllvaine once said, were it not for Dian Fossey's tireless efforts over many years. Mcllvaine served as U.S. Ambassador to Kenya before becoming director of AWF's African operations and then AWF president, and he knew Fossey personally.

An American, Fossey originally set up camp in 1966 in Congo to study mountain gorillas (*Gorilla beringei beringei*), financed by paleontologist Louis B. Leakey. Civil unrest in the area forced her to relocate to Rwanda's Volcano National Park. During 1967, AWF provided regular support to Fossey; a year later, the National Geographic Society joined AWF in supporting the project.

When several gorillas were killed in 1978, AWF joined forces with Fauna and Flora International and the World Wildlife Fund to protect the remaining mountain gorillas, forming the Mountain Gorilla Project. In addition to funding salaries and vehicles, AWF supplied the project with uniforms for guards and rangers, along with camping gear and communication equipment, and also helped to habituate gorilla groups to humans, creating gorilla-based tourism.

After Fossey's murder in 1986, vigilance over the gorillas increased, and a census the next year indicated that the gorilla population was growing. As of 1989, income from tourism became one of Rwanda's largest earners of foreign exchange, making protection of the gorillas a national priority.

In 1990, AWF formed the International Gorilla Conservation Program (IGCP), a regional strategy to protect the mountain gorillas, in collaboration with Fauna and Flora International and the World Wide Fund for Nature.

The outbreak of civil conflict in Rwanda in October 1990 spilled over to the park, signaling the beginning of a decade of intensified threats to the mountain gorillas—whose habitat was already

endangered by clearing trees for agriculture and the threat of transmittal of disease by a fast-growing human population.

In spite of civil wars and political instability during this past decade in all three nations—Democratic Republic of Congo, Rwanda and Uganda—IGCP has enhanced conservation of the last 650 mountain gorillas in the Virunga mountains and Uganda's Bwindi Impenetrable National Park. The project is a model for international cooperation as wardens and rangers from countries in conflict work together so closely that they become friends as well as respected colleagues.

IGCP facilitates regional cooperation, such as joint border patrols by Rwandan, Congolese and Ugandan rangers. IGCP also has put in place strong regional collaboration, through coordinated ecological monitoring, tourism development and work with surrounding communities.



### Key

AWF achievements ■  
Significant dates in African history ■

## A COMMITMENT TO EDUCATION AND TRAINING

**F**orty years ago, there were virtually no African professionals in the field of wildlife conservation and management.

AWF's very first project was to establish a training school for wildlife management and park personnel. The College of African Wildlife Management at Mweka, Tanzania, opened in 1963 with a \$47,000 AWF grant, along with U.S. Agency for International Development funding. Mweka marked the beginning of AWF's commitment to train Africans to assume responsible wildlife management positions that until then had been filled by Europeans. Since that time, Mweka has trained more than 2,500 graduates from 25 African countries and 17 other countries.

In 1970, AWF helped establish a second wildlife management school, The Ecole pour la Formation de Specialistes de la Faune Sauvage, in Garoua, Cameroon, for French-speaking Africans. The French government eventually took over major funding for the school, which has become a respected local institution.

When AWF was founded, 3,000 young Africans were studying medicine, law, agriculture, and economics at U.S. universities, but not one was preparing for a career in wildlife conservation. A groundbreaking scholarship program created by AWF in 1963 enabled talented African students to undertake wildlife studies in the United States.

To encourage students to pursue advanced degrees in conservation-related subjects, the Charlotte Conservation Fellowship Program began in 1996, in memory of AWF supporter Charlotte Kidder Ramsay. The program gives educational and financial assistance to Africans pursuing master's or doctoral studies in subjects such as species and ecosystem conservation, community conservation and resource economics.

The AWF education project that probably has reached more Africans than any other, however,



KATRINA THOMAS

Students at the College of African Wildlife Management, Mweka, Tanzania.

has been its sponsorship of Wildlife Clubs for students across the continent. After helping Kenya launch a network of Wildlife Clubs—189 clubs were formed between 1969 and 1971—AWF was asked to help organize clubs in Uganda, Ghana, Tanzania, Cameroon, Sudan and Zambia. The clubs have played a major role in AWF's grassroots campaign to save wildlife by cultivating environmentally-minded citizens for future generations.

As part of its education mission, AWF has been a leader in publishing educational materials that have been distributed throughout Africa. The organization made history in August 1965 when it financed the first all-Swahili wildlife newspaper—Urithi Wetu, or Our Heritage—which was distributed through schools, wildlife and park departments and AWF education centers. In 1973, AWF created African Heritage magazine, an English-language cartoon-style booklet to demonstrate the wise use of natural resources; it was published for nearly a decade. Other publications were geared toward tourism, for example, "Wild Lives: Profiles of East African Mammals." Still others were of a scientific or technical nature, intended for wildlife and park department personnel and students involved in wildlife management.

### 1964

Perez Olindo, later the youngest director of Kenya's National Parks, is first AWLF scholar to earn a degree in U.S.

### 1965

First class graduates from College of African Wildlife Management, Mweka

AWLF finances first all-Swahili wildlife newspaper, Urithi Wetu, or Our Heritage

### 1967

Dian Fossey's mountain gorilla study receives funding from AWLF in Rwanda's Volcano National Park

AWLF research grant finances Serengeti Research Institute

### 1968

AWLF unveils "Give a Lion a Home" ad; proceeds used to enlarge two African parks



# 60s

AWF Achievements  
1961-2001

## A WORLD WITHOUT RHINOS?

1970

**AWLF helps found the Wildlife Clubs of Kenya to educate youth about the environment and conservation**

**AWLF helps establish wildlife management school in Cameroon**

1971

**Idi Amin launches a decade of despotic rule in Uganda; human lives are lost and wildlife is almost destroyed**

1972

**Cynthia Moss initiates Amboseli Elephant Research Project in Kenya, which becomes the longest-running study of its kind in the world**

**First leopard study undertaken to combat trade in spotted-cat skins receives AWLF funds**



**T**he African Wildlife Foundation has been at the forefront of rhinoceros conservation for several decades. In the early 1970s rhino horn was in high demand in the Middle East, Asia and Africa, and these magnificent creatures were being poached to the brink of extinction. AWF recognized this alarming development and joined with other conservation organizations to target the consumer market and launch conservation efforts.



AWF cosponsored with World Wildlife Fund and the World Conservation Union an investigation of the rhino trade in North Yemen and Asia and found that North Yemen was one of the highest contributors to the trade and that between 1972 and 1975 the amount of horn legally imported meant the deaths of nearly 8,000 rhinos. These results prompted AWF to join with other international conservation groups to eliminate the legal trade in that country.

AWF set out to influence the attitude of the North Yemeni government with a direct-mail campaign that explained the gravity of the Yemeni role and included a letter to the Yemeni prime minister requesting an immediate halt to the country's rhino horn trade. In 1982, the Yemeni government issued a decree outlawing rhino horn imports.

During this time, AWF supported Save the Rhino Trust in Zambia. The trust aided the country's scarce rhino population by providing administrative support to conservation efforts as well as

the services of a radio specialist who helped develop a communications system that generated publicity about the need for rhino protection and encouraged the government to protect the animals.

Despite valiant conservation efforts, by the mid-1980s the rhino was a heartbeat away from extinction. AWF and other conservationists discovered the only way to secure the species' future was to build strictly protected rhino sanctuaries. In 1986, AWF helped construct the Ngulia Rhino Sanctuary in Kenya's Tsavo West National Park. From its launch with three rhinos in approximately a third of a square mile in 1986, Ngulia has grown to 49 individuals and covers 27 square miles, and is protected by an electric fence. From the beginning, AWF worked to assure that the park had long-term funding, a vehicle, radio sets, binoculars and housing for sanctuary staff and rangers.

In 1993 African Wildlife Foundation extended its rhino conservation work beyond East Africa when an AWF representative met with Namibian officials to discuss aiding Waterberg National Park—home to 50 white rhinos and 27 black rhinos. This park proved to be so critical to rhino conservation that from 1994 to mid-1995 AWF provided support to the park for horseback patrols, camera equipment and incentives for rangers.

AWF undertook yet another critical rhino project in 2001, partnering with the U.S. Fish and Wildlife Service and Ngorongoro Conservation Area Authority in Tanzania to support black rhino surveillance. The project assists NCA in monitoring and protecting this small population of the eastern black rhino. The goal is to increase the population by more than five percent per year to 100 individuals by the year 2018.

## A LIFELINE FOR AFRICA'S NATIONAL PARKS

**F**orty years ago, Tarangire was a game area in Tanzania used by hunters. In 1969, AWF played a crucial role in establishing the new Tarangire National Park through support for construction of the headquarters building and antipoaching lookout stations for rangers.

Today, Tarangire and Lake Manyara National Parks are the core conservation areas of the large and varied landscape that is AWF's Maasai-Steppe Heartland.

AWF has been an invaluable partner to many African national parks. In its early years, AWF funded land acquisition and infrastructure for new reserves. In 1965, for example, the AWF Board approved one of its first grants for developing the newly gazetted Ruaha National Park in Tanzania. In 1969 the organization contributed funds to purchase land to complete Arusha National Park and to build a headquarters building on the edge of the park. In the meantime, AWF had received a large gift to be used to create the Shimba Hills National Reserve near Mombasa, and AWF was an early supporter of a national park on the eastern shores of Lake Rudolph, now Lake Turkana.

AWF also traditionally has helped parks and reserves protect the wildlife living within their

boundaries—and the people who are charged with protecting wildlife. Over the years, the organization has supplied essential items such as communications and photography equipment, vehicle spare parts, battery chargers, tents, sleeping bags and camping equipment, ranger uniforms and boots, fuel, motor oil, and new vehicles.

Joining with other conservation organizations in 1987 to fight poaching in the 32,000-square-mile Selous Game Reserve, AWF not only supplied field radio units to improve communications throughout the area, but also provided a master vehicle mechanic and large inventory of spare parts to support the antipoaching force.

The Maasai-Steppe Heartland is an excellent illustration of AWF's continuing commitment to Africa's parks. At approximately 15,000 square miles, this Heartland covers 10 times the combined area of the two national parks—in order to cover the migratory routes of elephants and other large mammals—and is a patchwork of protected areas plus private and community lands. To help wildlife thrive and people prosper, AWF is working with Tanzania National Parks (TANAPA), Maasai communities and other individuals and businesses to manage this diverse area as a single, coordinated unit.

This year brought a major victory for conservation: establishment of the Tanzania Land Conservation Trust by AWF and partners. The first institution of its kind in Tanzania, the trust is expected to become a regional model. AWF designed the trust in such a way that it could secure the wildlife corridor between the two parks. Following Tanzanian President Benjamin Mkapa's decision that the government-owned Manyara Ranch would be used to benefit the Maasai and to preserve this critical migration corridor, the ranch was turned over to the Trust with a 99-year lease.

### 1975

**AWLF begins long-term support of Cynthia Moss's Elephant Research Project; population grows from 400 to 1,000+ elephants in next 20 years**



CYNTHIA MOSS/AWF

### 1976

**AWLF publishes first of its handbooks on wildlife ecology for wildlife and park personnel**

### 1977

**Wildlife Conservation Extension Education project launched in Kenya**

### 1978

**By mid-1978, almost all of Africa is independent**

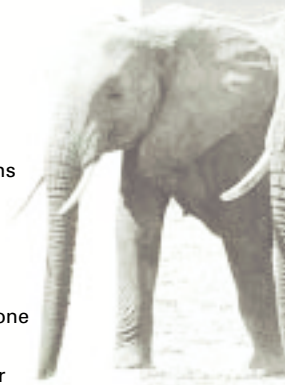
**AWLF establishes Mountain Gorilla Project in Rwanda to help protect gorillas**



AWF Achievements  
1961-2001

# 70S

## UNDERSTANDING AND PROTECTING ELEPHANTS



1980

In early 1980s, drought and famine plague Africa's northern and central regions; millions leave homes in search of food

Zimbabwe becomes independent

1981

Tanzanian government asks AWLF to help protect Selous Game Reserve

1982

North Yemen bars legal import of rhino horns after diplomatic intervention by AWLF

1983

AWLF officially becomes the African Wildlife Foundation (AWF)

1984

The AWF-funded Mountain Gorilla Project reports a growing gorilla population and the largest number of births in years

1985

Tanzania makes peaceful transition from socialism to capitalism, as President Nyerere is succeeded by Ali Hassan Mwinyi



AWF's Mark Condiotti worked with the Mountain Gorilla Project in the 1980s.

**W**hen African Wildlife Foundation chose the elephant as its logo 40 years ago, it was for its enduring power as a unique symbol of nature in Africa. The elephant's survival was not then a subject of great concern. Sadly, that situation has changed over time. Seeking to preserve the species indefinitely, AWF continues to adjust its strategy to address the evolving threats to elephants in Africa.

### Phase One: Counting the Elephants

As recently as the 1970s, no one knew exactly how many elephants lived in Africa. AWF supported a project in Tanzania's Selous Game Reserve by Iain Douglas-Hamilton in 1975 to organize a systematic census of the reserve's mammal population, particularly elephants. An important feature of the survey was training Tanzanian game department staff in the techniques of aerial observation and recording. Douglas-Hamilton's continent-wide surveys estimated Africa's elephant population at that time as between 1.3 million and 3 million animals.

In the meantime, Harvey Croze and Cynthia Moss launched the Amboseli Elephant Research Project to examine the relationship between social behavior and habitat use, and to learn about the social and ecological dynamics of a "natural" elephant population. AWF began supporting the project in 1975. Moss set up permanent camp within sight of Mt. Kilimanjaro, creating a compound of several thatched-roof tents and a kitchen hut in a stand of palm and acacia trees. She then began the intensive phase of her life's work of monitoring Amboseli's elephants. By 1978, she knew each adult and most of the juveniles in the park by name. She was joined in 1976 by Joyce Poole.

One of the project's early triumphs was discovery of the "musth" phenomenon in African male elephants. When a bull elephant matures—usually at about age 30—and comes into musth, his testosterone levels increase and he competes aggressively for a month or more for the right to mate with as many females as he can. The discovery was one of many insights into elephant behavior and social systems to emerge from Moss's project over the next two decades, making the Amboseli elephant population one of the best-known in the world.

### Phase Two: Sounding the Alarm

In 1987, Douglas-Hamilton, Moss and Poole traveled to Washington to personally voice their concerns about threats to Africa's elephants. Attempts to fine-tune the CITES (Convention on International Trade in Endangered Species) trade system were failing in East Africa. Fueled by rising ivory prices and poaching tolerated by corrupt government officials, by 1989 elephants in Kenya were being killed at a rate of 3 per day.

During 1988–1989 a vigorous debate ensued in the conservation community. On one side, the countries of southern Africa that had not been hit by poaching saw surging elephant numbers as both a menace to humans and a revenue source to help support conservation. But countries undergo-





ing the onslaught in East Africa, led by the elephant researchers, argued that nothing short of an absolute ban on commercial trade in ivory could halt the devastation. As some larger, better-known conservation organizations equivocated, African Wildlife Foundation stepped into a leadership role with its “Only Elephants Should Wear Ivory” campaign, coordinated with Saatchi and Saatchi Advertising. AWF’s decision angered many in southern Africa, but as the scale of East Africa’s poaching problems became clear, in 1989 the African elephant was moved from CITES’ Appendix II (threatened) to Appendix I (endangered), with all international trade banned, beginning in 1990. The Somali Amendment also was passed, which recognized the differing status of elephants in various parts of Africa and provided a mechanism by which some countries might eventually be able to have their populations returned to Appendix II and engage in limited trade in ivory.

**Phase Three: After the Ivory Ban**

Today, we know that where researchers monitor and study elephants, protection can increase and their numbers can thrive. Cynthia Moss began her work in Amboseli with 400 elephants; now there are more than 1,000. And their behavior shows they feel safe as they move outside the park: Recently an Amboseli elephant was spotted west of Namanga, where the Maasai have not seen elephants since the mid-1970s.

Conducting an AWF-supported elephant project in Tarangire National Park, researcher Charles Foley reports a growing elephant population that now numbers 2,500 in the dry season.

Approximately 366 elephants in Cunene Province, Namibia, are the subject of an AWF-supported desert elephant study. Little is known about this small, elusive population—the last remnant of its type in Africa.

The picture of elephant conservation in Africa remains checkered. Probably no elephants on the continent are more threatened than those in the forests in central Africa; elephant counts there are extraordinarily difficult, and now war is sweeping through parts of that region. Elephant numbers continue to grow in Zimbabwe, Botswana, Namibia and South Africa, but there has been an explosion of poaching in Zambia and new incidents have been reported in Tanzania, including two elephants poached on Manyara Ranch.

In this third phase of elephant conservation, AWF is intervening directly in protecting elephant populations in six African Heartlands where they are a key species. As in each preceding phase, elephants continue to play a leading role in AWF’s understanding of the most innovative approaches to conservation.

1986

AWF begins collaborating with Tanzania National Parks (TANAPA) to develop and apply principles of community conservation

Dian Fossey is murdered in Rwanda, but a census shows an increasing gorilla population, and the project brings tourist dollars to the devastated Rwandan economy

1987

“Gorillas in the Mist,” a movie about Dian Fossey’s conservation work, begins filming in Rwanda, with AWF staff as consultants



1988

AWF launches “Save the Elephants” campaign, and 1988 is designated the “Year of the Elephant”

1989

AWF’s “Only Elephants Should Wear Ivory” campaign runs print and TV ads worldwide

President Bush bans commercial U.S. imports of elephant products

The African elephant is elevated to “most endangered” category by Convention on International Trade in Endangered Species (CITES)



AWF Achievements  
1961-2001

## PARTNERSHIPS WITH THE PRIVATE SECTOR

1990

Nelson Mandela is released from prison; South Africa starts dismantling apartheid

Namibia gains independence

**International Gorilla Conservation Programme (IGCP) is launched by AWF, Fauna and Flora International and the World Wide Fund for Nature**



JOSE KALPERS/IGCP

1991

**In spite of civil unrest in Rwanda, IGCP staff and park guards continue to monitor the safety of mountain gorillas in Volcano National Park**

**W**hen Ker & Downey Safaris, Ltd., agreed to share its mailing list to help the newly formed African Wildlife Leadership Foundation begin to build its own roster of contributors, a tradition of cooperation between AWF and the private sector was born.

As enthusiastic travelers to Africa (“all of us had savored the joys of one or more African safaris,” Russell Train remembers), AWF’s founders immediately recognized the inextricable link between conservation and tourism.

Under the direction of Isidore Gwashure, AWF is building a growing network of strategically located Conservation Service Centers staffed with young African professionals with skills ranging from community mobilization to land-use planning to ecology to law.

Their goal is to protect the large percentage of Africa’s wildlife that lives outside of parks and reserves. And the way they do that is by helping establish management plans and business enterprises on these privately owned lands that will promote wildlife conservation while generating economic benefits for landowners and local communities.

Thanks to these innovative programs, people who live near African parks are seeing wildlife in a new, more favorable light: a possible passport to economic opportunities for themselves and their communities. And when people are friendly to wildlife, it thrives.

For example, Nairobi’s Conservation Center staff are helping the conservation-minded managers of the private Loisaba Ranch and a neighboring community design a shared tourism enterprise. A lodge on the ranch offers visitors the one-with-nature experience of sleeping in a Starbed®. At evening, guests are driven to outlying campsites; each site has elevated sleeping platforms featuring comfortable beds and down comforters—a sort of treehouse under the stars for grownups. The community can create and maintain such camps with minimal investment.





## WHY ARE PREDATORS IMPORTANT?

**A** majestic lion looked out at readers from AWF's first national advertisement in *Life* and *Time* magazines during the summer of 1968 and early 1969. "This is a picture of a lion," read the caption. "Some day it may be all you'll be able to show your children."

The ad, which earned \$30,000 for Tanzania's national parks, reflected the objective of AWF's founders: to help protect for future generations the magnificent wildlife heritage of Africa.

In the past, Africa's large predators—including lions, leopards, wild dogs and cheetahs—often were overlooked by conservationists until a specific population was threatened. Today, scientists understand that predators are an indicator of overall ecosystem health: A strong predator population suggests a habitat that presents a healthy environment for all of its wildlife.

Making this case to livestock-keepers is not always easy. Although pastoralists are reasonably wildlife-friendly—they accept the presence of the occasional elephant—conflict between predators and pastoralists is legendary.

That's what makes the northern Kenyan district of Laikipia so interesting to AWF researchers: It is the only region in Kenya where wildlife is actually increasing outside protected areas. Instead of fencing their property and poisoning predators,



most commercial ranchers in Laikipia and some traditional pastoralists welcome wildlife. Because residents have expressed an interest in maintaining and learning about their predator populations, the district is an ideal place to study carnivores, how and why they kill livestock in the midst of natural prey and what people can do to reduce losses.

Last year an AWF-supported scholar from the Laikipia Predator Project, directed by Laurence Frank, made national news. Based at Mpala Research Center, Mordecai Ogada investigated new ways for ranchers to protect their livestock from predators. The simple changes in livestock enclosures he suggests could dramatically cut the number of livestock lost to predators throughout east and southern Africa and reduce the number of "problem" lions, hyenas, cheetahs and leopards that are shot in revenge.

Can humans learn to be more tolerant toward predators? News from Amboseli National Park suggests some progress in local attitudes toward lions. Poisoned out of the park some years ago, the lions are now returning. AWF staff know of no recent instances of poisoning.

### 1992

Funded by USAID, AWF helps launch Protected Area Conservation Strategy (PARCS) to train Africa's park managers in administration and community conservation

### 1993

AWF begins working with the National Museums of Kenya to conserve game birds on communal lands

### 1994

In first multiracial elections in South Africa, Nelson Mandela becomes president

Rwanda genocide kills up to 1 million people



### 1995

AWF supports the Cheetah Conservation Fund in Namibia to protect the world's last 13,000 cheetahs

AWF Achievements  
1961-2001

# 90s

## WORKING WITH COMMUNITIES

1996

Tourists and senior park warden massacred in Uganda's Bwindi Impenetrable National Park, home of mountain gorillas

**AWF establishes first Conservation Service Center (CSC) in Arusha, Tanzania, and hires a team of African professionals to help launch community businesses**



**Charlotte Conservation Fellowship Program honoring Charlotte Kidder Ramsay is created to help African conservationists attain advanced degrees**

**Many aid workers depart, but IGCP personnel remain to protect Virunga's mountain gorillas; no gorillas are killed in 1996 and at least nine babies are born**

**U**ntil the beginning of the twentieth century, communities and wildlife in Africa coexisted in a fairly harmonious manner. Although people used wildlife to sustain themselves, species were not seriously threatened. The human population was small, and land remained abundant.

But in the late 19th century, wildlife began to disappear under the more efficient and better-armed colonial hunters. Some animals were simply exterminated as pests. In response, hunting by local people was restricted and strictly protected parks were established. Law enforcement and preservation became the dominant approaches to conservation.

When AWF was founded 40 years ago, training park wardens to manage these protected areas was a top priority. As conservation thinking has evolved, AWF has both supported traditional approaches while taking the lead in implementing selected "new" approaches to conservation that attempt to rethink the relationship between people and wildlife.

What is now called "community conservation" is not simply a matter of righting past wrongs, but recognizing that virtually none of the parks of East Africa, with the possible exception of Tsavo, is sufficiently large to include intact ecosystems. Vast numbers of wildlife—and certainly large predators and herbivores—spend substantial time outside the strict confines of parks.

The bottom line? If Africa's wildlife are to be maintained in areas other than large fenced zoos, communities must tolerate the presence of great numbers of wild animals on their land.

AWF's African Heartlands program is designed to conserve large, wildlife-rich landscapes in the context of human development. Under this program, AWF works closely with local communities to encourage support for conservation among the people who depend most on natural resources. But developing the Heartlands approach has required time and a spirit of innovation.

Rethinking traditional conservation began during the early 1960s in Zimbabwe with the work of Raymond Dasmann that eventually evolved into the pioneer CAMPFIRE (Communal Areas

Management Programme for Indigenous Resources). Inspired by Dasmann's efforts to "domesticate" wildlife as a less ecologically destructive alternative to cattle, for a decade beginning in 1970 AWF supported the Galana Game Ranch Research Project in Kenya and later the Botswana Gemsbok Domestication Project. AWF began directly working on community conservation in 1988 to test the viability of dialogue between park authorities and pastoral communities around Tsavo National Park in Kenya.

Building on AWF's pioneering work in Kenya, the "Protected Areas: Neighbors as Partners" program expanded to include development of a community conservation service in TANAPA (Tanzania National Parks) by Patrick Bergin (then freshly out of the Peace Corps, now AWF president), the innovative work of Mark Infield at Lake Mburo Park in Uganda and the creation of a community-run tourist facility adjacent to the Bwindi Impenetrable Forest, home to half the remaining mountain gorillas in the world. The Tanzania and Bwindi programs involved "benefit sharing": Tourist revenues from the parks paid for community projects, such as schools and village wells.

Traditional law enforcement in protected areas is relatively straightforward compared to the complexities of community conservation, which has been a trial-and-error process even for AWF. In Kenya, Richard Leakey introduced an innovative plan to share 25 percent of park revenues with surrounding communities. The program later failed, however, due to insufficient revenue and relatively unsophisticated application. Now in its "second generation" of community conservation, AWF increasingly looks to partnerships between private businesses such as SERENA and Wilderness Safaris to generate benefits to communities (see "Partnerships with the Private Sector").

# AWF'S AFRICAN HEARTLANDS



Four Corners Heartland

## Four Corners

This massive Heartland, named for the region where Botswana, Namibia, Zambia and Zimbabwe meet near Victoria Falls, boasts spectacular natural beauty and numerous wildlife species.

## Kilimanjaro

Amboseli National Park, six large Maasai group ranches, Tanzania's Kilimanjaro and Arusha national parks, as well as Lake Natron and the low-lying savannas of Longido all lie within this Heartland.



Zambezi Heartland

## Limpopo

This Heartland spans the borders of Mozambique, South Africa and Zimbabwe and includes South Africa's popular Kruger National Park, which hosts more than 1.5 million visitors a year.

## Maasai-Steppe

Tanzania's Tarangire and Lake Manyara National Parks form the core conservation areas of this large and varied landscape.

## Samburu

Located just north of the equator in the rain-shadow of Mt. Kenya, this Heartland includes parts of Mt. Kenya National Park and Samburu National Reserve, plus extensive ranch and communal lands.

## Virunga

In this transfrontier region of Uganda, Rwanda and the Democratic Republic of Congo, the volcanic highlands of the Virungas and Uganda's Bwindi Impenetrable National Park shelter the last 650 mountain gorillas in the world.



Kilimanjaro Heartland

## Zambezi

This three-country, transboundary landscape includes a range of biodiverse lands along the middle stretch of the Zambezi River and incorporates some of the most outstanding terrestrial and riverine wildlife viewing and scenic landscapes in southern Africa.

## 1997

Angola, Namibia, Rwanda, Uganda and Zimbabwe involved in fighting in Democratic Republic of Congo

AWF's first "Charlotte Fellows" complete their conservation studies

AWF's "Living with Lions" project examines the coexistence of landowners and animal predators on Kenya's Laikipia plateau

## 1998

AWF Conservation Service Center opens in Nairobi

AWF marks a new era in African conservation with its Heartlands program to protect large landscapes of exceptional natural value



## 1999

By late 1999, AWF is operating in four Heartlands: Kilimanjaro, Maasai Steppe, Samburu and Virunga

AWF's Amboseli Outreach Program is the first by a conservation group to work specifically with young Maasai warriors, or morani

AWF Achievements  
1961-2001

# 90S

2000

Zambezi Heartland, encompassing parts of Zimbabwe, Zambia and Mozambique, becomes AWF's fifth Heartland

AWF opens Conservation Centers in Victoria Falls, Zimbabwe, and in White River, South Africa



White River CSC.

2001

Tanzania's president declares that Manyara Ranch will be protected as a major wildlife corridor—and gives the ranch to the conservation trust facilitated by AWF

IGCP's Eugène Rutagarama receives Goldman Environmental Prize for protecting Rwanda's mountain gorillas during a decade of war

Four Corners project in southern Africa marks AWF's largest conservation project ever

## AWF AFRICAN CONSERVATION CENTERS

Conservation Centers—most of which are located within African Heartlands—work with communities and individuals to build viable and conservation-friendly business ventures that generate income from the presence of wildlife.

The strategically located centers are staffed by teams of young African professionals with skills ranging from community mobilization to land-use planning to ecology to law. Their goal is to protect the large percentage of Africa's wildlife that lives outside parks and reserves. And they do that by helping establish management plans and business enterprises on these private lands that will promote wildlife conservation—and generate economic benefits for the landowners.

The five offices that anchor the Conservation Centers program in east and southern Africa are now fully operational, with key staff, basic funding and other resources in place. Director Isidore Gwashure continues to cultivate relationships with the private sector and to bring specific, commercially successful conservation business ventures in the African Heartlands to fruition.

These achievements have made AWF the preferred conservation partner for donors and private-sector organizations wishing to promote wildlife conservation in Africa.



Nairobi's Conservation Center staff helped private ranches and neighboring communities establish Starbed® camps, where beds are rolled out at night and guests can sleep under the stars. With a small investment, communities can create and maintain these profitable tourism enterprises.

### AWF AFRICAN CONSERVATION CENTERS—2001

**Kenya** — Nairobi Center

**South Africa** — White River Center

**Tanzania** — Arusha Center

**Uganda** — Kampala Center

**Zimbabwe** — Victoria Falls Center



AWF Achievements  
1961-2001



## HOW TO HELP AWF PROTECT AFRICA'S WILDLIFE

There are many ways to contribute to the African Wildlife Foundation, and all of them are greatly appreciated. Your gift—however you choose to make it—makes a lasting statement about your commitment to saving Africa's wildlife, their habitats and the people who depend on them.

### GIFTS OF CASH OR CREDIT CARD

The easiest way to contribute to AWF's ongoing work is through cash or credit card. You can write a check, or make a contribution by VISA, MasterCard, Discover or American Express. To donate by credit card, call 202-939-3333 or go to [www.awf.org](http://www.awf.org).

### HONORING A FRIEND OR FAMILY MEMBER

A thoughtful gift is a contribution to AWF in honor or memory of a family member, friend or colleague. Tell us the name of each person you are honoring, and the names and addresses of persons to whom you would like us to send a card notifying them of your gift. Call 202-939-3333 for information.

### GIFTS OF APPRECIATED SECURITIES

Your gift of appreciated securities will enable you to make a valuable contribution to AWF and enjoy significant savings at the same time. You receive an income-tax charitable deduction for the full fair-market value of the securities and avoid all or part of your capital gains tax. Securities held by your broker may be transferred electronically to our account. Call 202-939-3333 for information on how to make the transfer.

### GIVING AT YOUR WORKPLACE

AWF is a member of Earth Share—the federation of leading environmental and conservation organizations. Earth Share manages workplace

giving campaigns for its national environmental charities, just as the United Way raises funds for health and human service charities. AWF's Earth Share number is 919.

If your workplace participates in the Combined Federal Campaign (CFC), you can contribute to AWF through payroll deductions. Our CFC number is 919. In addition, many employers will match your gift, enabling you to double or even triple your contribution. Ask your employer for a matching gift application form, and send it with your contribution.

### BEQUESTS AND PLANNED GIFTS

AWF offers numerous opportunities for caring supporters to provide for the future of Africa's wildlife while meeting personal estate and financial goals at the same time. The most popular options are bequests and life income gifts such as charitable remainder trusts and charitable gift annuities.

Bequests are easy to arrange and provide for AWF's vital program work in perpetuity. Create a living legacy of elephants, mountain gorillas, lions, rhinos and other precious creatures by naming AWF as a beneficiary in your will, trust, life insurance policy or retirement plan.

If you wish to make a bequest to AWF, we suggest the following language: "I hereby give \_\_\_\_\_ (specific cash amount, securities, percentage or residuary share) to the African Wildlife Foundation, a charitable corporation incorporated in the District of Columbia and presently having offices at 1400 16th Street, N.W., Washington, DC 20036."

For more information call 202-939-3333.

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## THANK YOU

Our deepest appreciation to everyone who supported AWF during the period between July 1, 2000, and June 30, 2001. 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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AFRICAN WILDLIFE FOUNDATION

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## Financial Review

### Statement of Activities

For the year ending June 30, 2001, with comparative totals for 2000

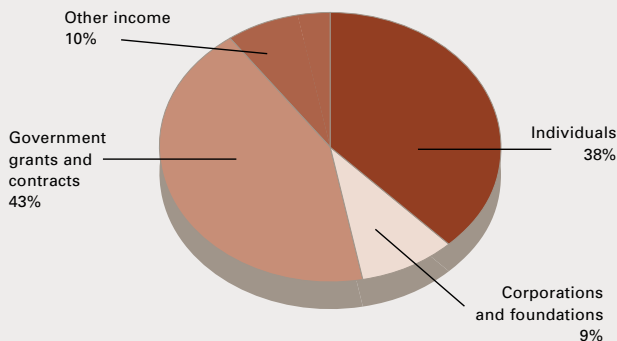
Current year operating revenues and expenses	2001	2000
<b>Revenues</b>		
Individuals	\$ 3,199,333	\$ 2,795,031
Corporations and foundations	734,958	751,753
Government grants and contracts	3,589,089	2,042,638
In-kind contributions	54,400	442,290
Nonoperating income utilized	619,301	287,324
Royalties and other earned revenues	163,227	169,294
<b>Total unrestricted revenues, gains and other support</b>	<b>8,360,308</b>	<b>6,488,330</b>
<b>Expenses</b>		
Program expenses:		
Conservation field and policy programs	6,899,560	5,280,911
Public education	808,477	1,044,844
	<b>7,708,037</b>	<b>6,325,755</b>
Supporting services expenses:		
Finance and administration	406,404	595,692
Fundraising	653,975	800,458
	<b>1,060,379</b>	<b>1,396,150</b>
<b>Total expenses</b>	<b>8,768,416</b>	<b>7,721,905</b>
<b>Current year operating revenues over operating expenses</b>	<b>(408,108)</b>	<b>(1,233,575)</b>
<b>Nonoperating activities and pledges</b>		
<b>Nonoperating activities</b>		
Bequests and endowments	621,497	1,415,118
Income from long-term investments	(452,397)	667,865
Nonoperating funds utilized	(619,301)	(287,324)
<b>Total nonoperating activities and pledges</b>	<b>(450,201)</b>	<b>1,795,659</b>
<b>Increase (Decrease) in net assets</b>	<b>(858,309)</b>	<b>562,084</b>
<b>Net assets at beginning of year</b>	<b>11,052,237</b>	<b>10,490,153</b>
<b>Net assets at end of year</b>	<b>\$ 10,193,928</b>	<b>\$ 11,052,237</b>

### Statement of Financial Position

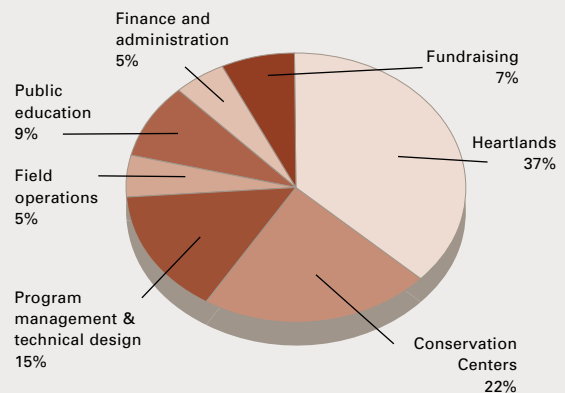
As of June 30, 2001

Assets	2001	2000
Cash and cash equivalents	\$ 968,189	\$ 1,241,844
Investments	5,363,296	5,337,920
Accrued interest		9,923
Accounts receivable	198,508	260,869
Government grants receivable	3,317,940	3,148,409
Pledges and bequests receivable	578,537	1,098,226
Prepaid expenses	4,110	14,776
Net property and equipment	98,717	162,095
Beneficial interest in perpetual trust	33,702	41,568
<b>Total assets</b>	<b>10,562,999</b>	<b>11,315,630</b>
<b>Liabilities</b>		
Accounts payable and accrued expenses	278,333	221,104
Annuities payable	90,738	42,289
<b>Total liabilities</b>	<b>369,071</b>	<b>263,393</b>
<b>Net Assets</b>		
Unrestricted	6,654,899	7,098,599
Temporarily restricted	3,449,529	3,857,637
Permanently restricted	89,500	96,001
<b>Total net assets</b>	<b>10,193,928</b>	<b>11,052,237</b>
<b>Total liabilities and net assets</b>	<b>\$ 10,562,999</b>	<b>\$ 11,315,630</b>

**Total Revenues**  
**\$8,360,308**



**Total Expenses**  
**\$8,768,416**



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Mark Boulton, a zoologist and educator, has worked as an international environmental educator for 30 years. He founded and directs the International Centre for Conservation Education. His images are offered by PhotoResearchers and Bruce Coleman, and he has made his photographs available pro bono to selected nonprofit groups, including AWF and many African NGOs.



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