Annual Report 2008

Creating a future





for people and wildlife



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The numbers quantify our achievements: 11 million acres in Africa brought under conservation management over five years. 14 targeted populations of vulnerable species verified as gaining improved conservation status. \$900,000 in direct benefits from young conservation enterprises disbursed to communities in 2008 alone.

## The stories behind these numbers illuminate our vision:

Communities reclaiming a tradition of conservation. A new leopard conservation science project led by a dynamic and talented South African zoologist. Coffee farmers in Kenya for the first time tasting their own conservation-friendly coffee. Four exceptional women preparing to join the ranks of Africa's conservation leaders.

Stories like these — and hundreds of others — tell us that there is no future for wildlife if there is no future for the people they live with.

With your support, AWF is creating that future.



# Letter from the Chief Executive and President

Pour years ago, we approached AWF's Board of Trustees with a promise and a challenge: increase the flow of financial resources to AWF programs, and we will deliver concrete



and lasting improvements to the status and future of Africa's great conservation landscapes — the African Heartlands.

The Board took us up on this challenge, and together we launched the Campaign to Save Africa's Heartlands. By the close of fiscal year 2008, our first comprehensive campaign ever had raised more than \$82 million for projects across Africa. As we enter the campaign's concluding year, we are on track to reach our \$100 million goal, effectively doubling our on-the ground investment in Africa in just five years.

To show you the difference we are making together, this year we are publishing our first Performance and Impact Assessment (PIMA) Scorecard, which includes a year-by-year breakdown of conservation outcomes since the campaign's start (see p. 31). As the numbers show, our work has helped secure millions of acres and put other conservation wins in the hands of hundreds of local partners — from traditional Maasai to parks authorities to leading scientists emerging from Africa's most esteemed wildlife institutions.

Against enormous odds, and with AWF's help, such partners are coming together to protect wildlife and lands in ways that boost the well-being and economic prospects of individuals. This integrated approach to wildlife and natural resource management is allowing parents to send their children to school, communities to improve roads and other services, and local conservationists to invest more in programs that work.

The economic engine of all this is the magnificent landscapes and vital wildlife that keep the continent's vast network of ecosystems in balance and that have enthralled visitors for centuries with their beauty.

We are proud of all we accomplished this past year. With your dedicated support, AWF is creating a future for wildlife and people as economically vibrant as it is ecologically sustainable.

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

Helen W. Gichohi, Ph.D. President

# Letter from the Chairman and Vice Chairman

We all come to AWF with different backgrounds and different ideas, but together we share a common passion — ensuring that the continent's unique wildlife and wild lands will endure forever. It is this goal that binds us together as a community.

It also spurs us to work harder and aim higher each year. AWF in 2008 stewarded hundreds of new and ongoing conservation projects across our eight African Heartlands. While by no means comprehen-



sive, the sampling of stories covered in these pages is meant to give you a sense of the geographic reach and ongoing impact of our work across Africa.

Our PIMA Scorecard results are also meant to directly inform your giving efforts, especially as we enter the final year of our first comprehensive Campaign. The Campaign has already transformed our ability to deliver on our conservation goals — driving AWF to record its best financial year yet.

As we look ahead to next year,

with global economic challenges mounting and more organizations vying for scarcer resources, we recognize there is no room for complacency. Africa is home to more than a quarter of the world's mammals, about a fifth of its bird species, and many of its most biodiverse ecosystems — including abundant rainforest, scores of World Heritage sites, and millions of miles of open grasslands. We must act now to secure that wealth of biodiversity for the benefit of future generations.

Thank you for being a part of this historic effort. With your help, AWF is continuing to create a future in which wildlife conservation and human prosperity go hand in hand.

Denni Keller

Dennis Keller Chair, Board of Trustees ans Massis

Sir Ketumile Masire Vice Chair, Board of Trustees

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## THE AFRICAN HEARTLANDS

All of Africa's lands sustain life. But certain key landscapes are absolutely essential to conservation — thanks to their unmatched concentrations of wildlife and their potential to sustain viable populations for centuries to come.

AWF has done the hard work of identifying eight such landscapes. They are the AWF African Heartlands. Far larger than any park or reserve, an African Heartland combines national parks and local villages, government lands and private lands into a large, cohesive conservation landscape that often spans international borders.



#### CONGO HEARTLAND

Democratic Republic of the Congo

LANDSCAPE: This remote and rarely visited lowland swamp forest in north-central Democratic Republic of the Congo still boasts a wealth of biodiversity despite the devastating toll of civil war.

**SPECIES:** The bonobo, forest elephant, Congo peacock, river fish.

#### KAZUNGULA HEARTLAND

Botswana, Namibia, Zambia, Zimbabwe

LANDSCAPE: Woodland-grassland mosaic with vital wildlife migration corridors; river systems and wetlands surrounding Victoria Falls.

SPECIES: Largest concentration of elephants in Africa, lions, cheetahs, giraffes, hippopotamuses, rhinoceroses, leopards, many species of antelope, kingfishers, great herons, bream and tiger fish along with many medicinal and endemic plant species.

### KILIMANJARO HEARTLAND

Kenya, Tanzania

LANDSCAPE: A variety of ecosystems from wetlands to semi-arid savannah, all surrounding Mt. Kilimanjaro, Africa's highest peak. Includes Amboseli National Park, six large Maasai group ranches, and Tanzania's Kilimanjaro and Arusha National Parks.

SPECIES: Africa's best-known and most-studied elephant population, endangered species of cheetah and wild dog, declining tree species of juniper and ebony.

#### LIMPOPO HEARTLAND

Mozambique, South Africa, Zimbabwe

LANDSCAPE: Larger than Switzerland, this vast Heartland covers areas of Mozambique, Zimbabwe and South Africa. Centered on the Limpopo River, it includes world-famous Kruger National Park, with more wildlife species than any other park in Africa.

SPECIES: Africa's largest rhino population, along with rare ungulates, predators, hippopotamuses, rich birdlife, insects and diverse aquatic life.

#### MAASAI STEPPE HEARTLAND

Tanzania

LANDSCAPE: A mosaic of baobab and acacia trees scattered across the vast savannah, this is one of the worlds' richest remaining reserves for wildlife — with two of Tanzania's most frequented national parks (Lake Manyara and Tarangire). Lake Manyara National Park is recognized internationally as a Biosphere Reserve and includes key migration corridors and breeding grounds.

SPECIES: Large predators like lions, leopards, cheetahs and wild dogs; elephants; and locally endangered ungulates like the oryx, kudu and gerenuk.

#### SAMBURU HEARTLAND

Kenya

LANDSCAPE: Located just north of the equator in the rain-shadow of Mt. Kenya, this Heartland is truly the "heart of Kenya." Intact wet montaine forests, dry cedar forests, plateau grassland, acacia grassland and the Ewaso Nyiro River are part of the Samburu Heartland — along with parts of Mt. Kenya National Park, Samburu National Reserve, and extensive ranch and communal lands.

SPECIES: Northern specialty species like the reticulated giraffe, Somali ostrich, and Grevy's zebra live alongside elephants, lions, hyenas, leopards and black rhinos.

#### VIRUNGA HEARTLAND

Democratic Republic of the Congo, Rwanda, Uganda LANDSCAPE: Volcanic highlands and the Bwindi Impenetrable National Park highlight a region of incredible biodiversity that spans parts of the Democratic Republic of the Congo, Rwanda, and Uganda.

SPECIES: The last 720 mountain gorillas in the world, along with chimpanzees, golden monkeys, giant forest hogs, African buffalo, reptiles, amphibians and a rich birdlife.

## ZAMBEZI HEARTLAND

Mozambique, Zambia, Zimbabwe

LANDSCAPE: This three-country, transboundary Heartland includes Mozambique, Zambia, and Zimbabwe and is centered on the Zambezi River and its surrounding tributaries, wetlands and flood plains. Features some of the most scenic landscapes in southern Africa.

SPECIES: Hippopotamuses, elephants, buffalo, impala, sable and roan antelopes, elands, nyala, crocodiles, black rhinoceroses, wild dogs, cheetahs and lions.



## LANDSCAPE CONSERVATION

## Savannah Economics

Heartland/locale: Samburu/Laikipia District in central Kenya

I t is a way of life in central Kenya:
Traditional pastoralist communities
graze their livestock on the open grass
plains, moving to new areas as vegetation
is depleted. With each family measuring
its wealth by the number of cows it owns
there is every incentive to grow individual
herds regardless of the capacity of the land.

This approach to livestock management often leaves large swaths of land bare and increases competition between livestock and wildlife, ultimately putting people at risk. It also concentrates a family's wealth in a single asset that is vulnerable to climatic conditions. A severe drought, for example, can leave a family with sick animals and no other source of income.

To promote a more sustainable approach to land use, AWF in 2008 launched an innovative program that links livestock management to land and wildlife conservation. This is not an untested endeavor. Several local conservancies have set aside areas to promote biodiversity while managing their livestock in ways that are better for the environment.

This innovative livestock program is just one of the many projects AWF is pursuing to keep land conservation and



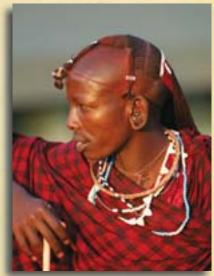
wildlife-based tourism vital in central Kenya. In 2008 we also entered a ground-breaking agreement with the Agricultural Development Corporation (ADC) and Ol Pejeta Conservancy to bring wildlife conservation and, ultimately, tourism and its economic benefits to Mutara Ranch. The 70,000-acre ranch is owned by the Kenyan government through ADC. Working with AWF, ADC has set aside 20,000 acres for wildlife conservation, and is managing all of Mutara in a manner that protects wildlife and its habitat.





# AWF is creating a future in which Africa's unique wildlife has the vast, unfettered wild lands it needs to live, move and propagate.





Ol Pejeta will manage conservation work on the ranch and has already built a dam that will create a vital watering spot for wildlife, trained a team of scouts to monitor the property, restored a once-defunct borehole, and made numerous other improvements.

A well-established private conservancy that integrates cutting-edge wildlife conservation work with cattle ranching activities, Ol Pejeta is also helping to steer AWF's work to support communities as they integrate improved livestock management with biodiversity initiatives. AWF and Ol Pejeta together are training local

pastoralists in sustainable livestock management and giving communities access to ranching facilities and equipment. The communities, in turn, are setting aside wildlife areas and initiating conservation-based projects.

"The partnering of communities, NGOs and public agencies to rationalize and leverage land use in ways that are environmentally sound and ecologically sustainable will result not only in more land being conserved for wildlife, but also in ever-greater economic benefits accruing to people," says Helen Gichohi, President of AWF.





## LANDSCAPE CONSERVATION

## The House That Consensus Built

Heartland/locale: Zambezi/Lower Zambezi National Park in Zambia

Lower Zambezi National Park is Zambia's newest park, and as with any ambitious undertaking, the people charged with carrying out its mandate often differ on what needs to be done and how to do it.

In 2008, AWF helped these stakeholders to prioritize their ideas by using the Protected Area Planning Framework it developed with its partners in Kenya, Tanzania and other countries.

One priority quickly percolated to the top without controversy — the need to help national park authorities provide security and other services. With no housing or office facilities, and the park ranger living some 80 kilometers away, the park's resources had little oversight. The stakeholders agreed that the best way to solve this problem was to build the warden a new house near the boundary of the park.

The now-completed house is a tangible sign of AWF's commitment to the future of Lower Zambezi National Park. Our work there is co-funded by our friends and partners at The

Nature Conservancy. Together, AWF and the Conservancy are now strategizing on the next phases of support to reinforce management, add basic essential infrastructure and improve services to visitors within the park. Once additional ranger posts have been established and security has been enhanced, our plans call for efforts to re-introduce into the park giraffe, spiral-horned nyala antelope and black rhino.







## A New Lease on Land

Heartland/locale: Kilimanjaro/Wildlife dispersal area connecting Amboseli and Tsavo West National Parks in Kenya

The wildlife of Amboseli National Park relies on dispersal areas that reach into community lands that stretch from the park's borders, to the Chyulu Hills, and into Tsavo West National Park.

Increasingly, however, elephants, lions, cheetahs, and other wildlife are encountering fences and other barriers where there were once open lands as they move through the region. That is because communities faced with few other economic options have resorted to farming subdivided plots or selling land off to private speculators and commercial developers eager to build tourism facilities. In some areas, wildlife populations, unable to reach vital food or watering spots, have shrunk or disappeared altogether. Human-wildlife conflict is also on the rise.

AWF is partnering with the people living in this critical corridor to design an economically based conservation solution: AWF will pay communities an annual fee for every acre they set



aside through a conservation lease. Under the terms of the lease, landowners agree to manage the lands as one unit and to protect the area from poaching, further subdivision, mining development and other commercial activities that endanger wildlife and its habitat.

"In 2008, AWF secured 7,000 acres from 125 landowners through this innovative leasing arrangement and set the stage for thousands more to be brought under conservation management next year," says Kathleen Fitzgerald, Director of Land Conservation. "That's an enormous step forward in safeguarding a corridor that is critical to the entire Amboseli ecosystem."





## LANDSCAPE CONSERVATION

## A Plan for Virunga National Park

Heartland/locale: Virunga/Virunga National Park in the eastern Democratic Republic of the Congo (DRC)

Virunga National Park in eastern DRC sits in the most biodiverse region in Africa. For the people living in the area, however, the park's vast resources have done little to offset the intense poverty, overpopulation, and political unrest they've experienced. Often they must turn to the park's resources for their very existence. Unless urgent action is taken, Africa's oldest and most diverse natural legacy will begin to fragment and could ultimately disappear.

In 2008, with its coalition partners in the International Gorilla Conservation Program (Fauna and Flora International and the World Wide Fund for Nature), AWF partnered with the DRC's parks and wildlife authority to create a General Management Plan for Virunga. The plan will provide guidelines for research and resource monitoring interventions; roads, staff houses and office space; and a sustainable tourism plan. Through visible infrastructure improvements, AWF and its partners will not only protect the park, but also direct economic benefits to the surrounding communities.





The planning process kicked off in early 2008 with an orientation and workshops for the full range of park stakeholders. March through July saw a full series of ground surveys and basic data collection in all areas of the park except areas of continuing civil conflict. Now, the stakeholders are drafting the plan under the direction of the DRC's parks and wildlife authority, which expects to ratify it in 2009.

Through visible infrastructure improvements, AWF and its partners will not only protect the park, but also direct economic benefits to the surrounding communities.

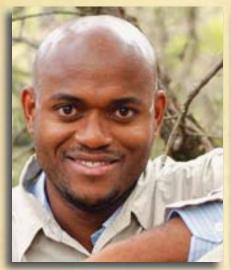


## Y

## SPECIES CONSERVATION

## The Leopard in the Spotlight

Heartland/locale: Limpopo Heartland/the Kruger National Park in South Africa and surrounding areas







hen ungulates are grazing next to one of my camera traps, it is a good sign predators have moved far off, and I upload the photos taken the night before," says Nakedi Maputla, the scientist heading up AWF's Leopard Conservation Project. "I'm like a kid on his birthday about to open his first gift."

Stationed in the southeast corner of South Africa's Kruger National Park, Nakedi's cameras are set to trip when they detect stealthy cat-like movements. Occasionally, an intruder sets them off, the next day revealing a photo of a hippo's snout or a giraffe's distended belly; but often, the traps offer up the treasure Nakedi is looking for: the rosette-spotted flank of one of Africa's magnificent leopards, the latest species in AWF's conservation science portfolio.

The shiest and most secretive of Africa's large carnivores, the leopard mostly hunts at night, and is forever on the move,

rarely staying in one place for more than two or three days. These characteristics are what make the leopard especially hard to study.

"For years, scientists believed leopards could cope in landscapes fragmented by human development and agriculture. But recent evidence suggests that they are at greater risk of persecution and habitat loss than previously thought," says Nakedi. "Without carnivores like leopards, which manage prey populations, complex ecosystems can easily tumble out of balance."

"Without carnivores like leopards, which manage prey populations, complex ecosystems can easily tumble out of balance."



# AWF is using applied conservation science to create a future for vulnerable and threatened species.



To protect this powerful great cat, in 2008 AWF launched its newest conservation science project in an area of the Kruger where the Lebombo Mountains offer leopards ideal habitat, and two main rivers, the N'wanetsi and Sweni, support a healthy base of prey.

Nakedi has already identified a unique population of 20 leopards,

using mark-recapture analysis. Now, supported by a team of veterinarians, researchers and scouts, he is preparing to collar 12 leopards, beginning with a male and a female. Satellite data transmitted daily from the collars will help AWF and its partners unlock the mysteries of these flagship cats — how they live and compete with other carnivores; how their movements outside protected areas affect people; and, importantly, how conflicts can be mitigated.

Eventually, the AWF project will fan outward to sample the other parts of the Kruger National Park, an area of about 2 million hectares (4.9 mil. acres), and parts of neighboring Mozambique. "To put this in perspective, that's about the size of Wales, or about half the size of the Netherlands," Nakedi says. "The sheer magnitude of the Kruger, its ecological complexity, and its proximity to settled areas make it an excellent testing ground for protecting all of Africa's charismatic leopards."





## SPECIES CONSERVATION

## The Irreplaceable Rhino

Heartland/locale: Kazungula/Hwange National Park in Zimbabwe

Black rhinos overall have staged a struggling comeback across Africa. In Zimbabwe, however, advances that took years to achieve quickly began to unravel in 2004, when the country's political and economic crisis first hit.

Funding for conservation work quickly dried

up, prompting some conservation groups to withdraw from parks and programs. But AWF persisted, supporting one of the country's main rhino strongholds — the Sinamatella Intensive Protection Zone (IPZ) in Hwange National Park.

Before AWF intervened in the IPZ, poachers were killing dozens of rhinos a year. Mobilizing emergency funding, AWF supported the training of rangers and equipped them with binoculars, GPS units, and other essentials. AWF and its partners then helped the park step up armed patrols and provided rangers with fuel, gear and food rations, boosting morale and motivation.

Within a few years, poaching in the IPZ was nearly stamped out.

Deepening economic crisis in 2008, however, again threatened to unravel years of gains.

AWF intensified its efforts, organizing an ambitious tagging operation headed up by ecologists and other experts. AWF supplied fixed-wing aircraft, fuel, and other equipment, making it possible for a team of experts to capture 26 black rhinos, test and tag them, and implant 15 with radio transmitters.

"The transmitters, inserted carefully into the horn, allow rangers to continuously monitor the animal's movements and to react quickly to any signs of threat," says Jones Masonde, an AWF ecologist. "Several poachers have since been arrested, and many rhinos saved."

AWF is also supporting long-term rhino conservation projects in Kenya, Tanzania and Zambia.



"A few decades ago the battle to save Africa's black rhinos was being lost," says Dr. Philip Muruthi, Senior Director of Conservation Science at AWF.

"Now a different story is emerging: The number of black rhinos across Africa has risen 74 percent on average since 1995."



## Keeping Tabs on Tanzania's Elephants

Heartland/locale: Kilimanjaro/West side of Mt. Kilimanjaro and north toward Lake Natron in Tanzania

To protect elephants, you need to know a lot about their behavior, especially how and where they move. But because these pachyderms must cover large distances and cross varied and rough terrain to ingest enough food and water, this can be a daunting task — unless, of course, you are AWF's Alfred Kikoti. As AWF's lead elephant researcher, Alfred has been pioneering research that crosses borders — the boundaries of parks, pastoral community lands, and agricultural ranches — and that straddles two nations.

Field research and reports from local Maasai game scouts convinced Alfred that elephants were moving across the Tanzania border into Kenya and vice versa, putting themselves at risk and in the way of humans. It was clear that protecting these elephants required a deeper understanding of their patterns of movement

and the use of their range. Since 2005, he has led a cutting-edge effort to track elephant movement using GPS collars fitted to 23 elephants. Several years of data incorporated into a



mapping database show beyond a doubt that the elephants depend on the habitat provided by West Kilimanjaro Ranch, which AWF and its partners are securing for conservation.

With ample data collected and the batteries due to fail, collars were removed from 10 elephants in March and another 6 in November. Alfred is now preparing to collar elephants in the far west and northern areas of the region to collect even more movement data vitally important for protecting movement corridors.



## Z

## SPECIES CONSERVATION

## The Hope of Mountain Gorilla Conservation

Heartland/locale: Virunga/Bwindi Impenetrable National Park, Uganda; Virunga National Park, DRC; and Volcanoes National Park, Rwanda

Sacola is the name of the community trust that owns the lodge AWF and its partners opened last year in Rwanda to support mountain gorilla conservation.

It is also the namesake for one of the 20 baby gorillas honored in 2008 at Kwita Izina, Rwanda's annual gorilla naming event. Started in 2005, Kwita Izina today draws international attention and thousands of participants.



At the invitation of the Rwandan government, AWF CEO Dr. Patrick Bergin traveled to Rwanda in June and gave baby Sacola her name. "I chose **Sacola** to honor the communities that treat mountain gorillas as a national treasure," Patrick says.

AWF helps to protect the world's 720 remaining mountain gorillas in all three of the countries where they are found — Rwanda, Uganda and the DRC. In 2008, working through the International Gorilla Conservation Program (IGCP), a coalition of AWF, Fauna and Flora International and the World Wide Fund for Nature, AWF was instrumental in bringing all three governments together to launch a 10-year transboundary agreement to protect the gorillas.

The agreement has already resulted in a plan to share mountain gorilla revenue; but in the eastern DRC, simmering political tensions have periodically turned the gorilla sector of Virunga National Park into a conflict zone. IGCP, bringing to bear its full influence and long-term presence, partnered with international and local agencies to supply emergency aid to park rangers and repeatedly met with the sparring factions until a deal to protect the gorillas was successfully brokered.

"The prolonged crisis in the DRC has had profound humanitarian and ecological effects," says Eugène Rutagarama, Director of IGCP.

"But it is our hope that the desire of all parties to protect the gorillas will help pave the way toward a lasting peace."





## CONSERVATION ENTERPRISE

## Satao Elerai Lodge and Conservancy

Heartland/locale: Kilimanjaro/Foot of Mt. Kilimanjaro in Kenya

Many visitors to Satao Elerai Lodge come to see the beloved elephants of Amboseli National Park.

Numbering 300-400 at a time inside the park, and 1,500 in the wider ecosystem, these free-ranging pachyderms have long fascinated wildlife viewers as well as scientists the world over. They have also shaped both the conservation landscape and the physical structure of Satao Elerai, AWF's latest conservation enterprise.

Anchored by a 5,000-acre private conservancy, the lodge sits on pristine lands in the shadow of Mt. Kilimanjaro, just ten kilometers southeast of Amboseli. As groups of the park's world-famous elephants head toward the mountain's mighty slopes and beyond, they routinely

Each year the community earns up to \$100,000 that is to be reinvested in game patrols and other upkeep.

cross the conservancy's lands, following a path carved out over centuries. On their way, they eat and eat, browsing endlessly on leaves and pushing over trees like the common elerai (the "yellow fever" acacia). Many such trees were later recovered to build much of the lodge. Indeed, the



thatched roof is supported by elerai trunks. Even the lodge's king-sized beds are made of local acacia wood.

The story of the lodge began

several years ago when eight Entonet/Elerai families with adjoining landholdings came together to manage their land communally. Maasai pastoralists struggling to adapt to increasingly arid conditions, these families

asked AWF to help them create a program that would give their land and wildlife lasting economic value.

AWF was honored. After securing financing for a formal conservancy from the



# AWF is creating a future in which wildlife conservation is a path to prosperity.







U.S. Agency for International Development and private donors, we brokered an agreement with Southern Cross Safaris, a top-notch operator, to build and manage the luxury lodge.

Now, both people and wildlife are winning. Each year the community earns about \$75,000 a year in bed night fees, steady rental income from the lodge op-

erator, and conservation fees of up to \$100,000 a year, to be reinvested in game patrols and other upkeep.

And Amboseli's elephants are able to continue their journey, paving the way for species like the lion, leopard, gazelle, zebra, giraffe, eland, warthog, baboon and numerous other iconic wildlife.



## CONSERVATION ENTERPRISE

## The Culture of Conservation

Heartland/locale: Zambezi/Lower Zambezi region of Zambia

A visitor to Chiawa Cultural Village in Zambia's Lower Zambezi region will be struck by its simple elegance.

Among the village homes, the cultural museum, the artisan workshop, the storehouse, and other attractions, performers in tribal dress sing traditional songs, clapping to the cadences of their own voices. Upholding a long oral tradition, the singers pass on what their elders have taught them, preserving a people's identity and beliefs.

The beliefs are those of the Goba people, a tribe that settled in Zambia in the 17th century and, taken by the rich verdant landscape, decided to settle, calling themselves "valley people." Today, the Goba of the Chiawa Chieftancy are a community of farmers and fishermen, storytellers and poets, whose rich heritage and experiences have been shaped by the changing fortunes of the lower Zambezi river, an area of enormous wildlife riches and natural beauty, but economically in need.

Created through a partnership between AWF and the Chiawa people, the village is run by the Tsika Development Company, a community organization that oversees all operations and planning. Proceeds from the village are reinvested in community projects like roads and schools and in conservation projects.

Through enterprises like Chiawa Cultural Village, AWF hopes to promote a world where cultural extinction is as unlikely as wildlife extinction. It is not our vision alone. "Today marks a very proud day in the history of the Chiawa Chiefdom, where we are witnessing the realization of a cherished dream," said Chieftainess Chiyaba on the village's opening day.







## **Small Wonders**

Heartland/locale: Virunga/Bwindi Impenetrable National Park in Uganda

AWF in 2008 was still in the process of establishing a new community-owned lodge to benefit mountain gorilla conservation, located on the edge of Bwindi Impenetrable National Park in Uganda, when smaller enterprises began to spring up around it.

Just down the road from the site a group of women from the Nkuringo community, which is partnering with AWF and a private operator to open

the lodge, set up a shop that sells traditional handcrafted baskets and decorations. Next door, a youth group is selling handmade wood carvings. And beekeepers and traditional healers in the region are marshaling their talents and resources in anticipation of increased business from tourists staying at the lodge.

Across the Heartlands, around AWF-initiated conservation enterprises, small



local businesses like those in Nkuringo are emerging. With technical and financial support from AWF, such microenterprises are thriving, and some are even selling their products in international markets. While AWF pursues enterprise projects that are sure to have a sizable conservation impact, we are proud to nurture and support smaller initiatives that extend and sustain our conservation footprint.





## CONSERVATION ENTERPRISE

## Coffee for Conservation

Heartland/locale: Samburu/foothills of Mt. Kenya and the Aberdare Mountains

Coffee is one of Kenya's main agricultural exports, yet most farmers there have never tasted their own beans.

Under the direction of Robert Thuo, the coffee agronomist overseeing the AWF-Starbucks Heartland Coffee Project, AWF is working to give farmers that chance. In conjunction with Starbucks, Kenyatta University, and other partners, it is building a coffee lab that will

enable the farmers to sample their own brews. The lab will serve as a "cupping" station, where farmers can test their coffee, allowing them to adjust their sourcing and growing techniques.

Launched in 2001, the AWF-Starbucks project trains farmers to employ innovative coffee-growing techniques that are good for crops as well as the environment. Together, AWF and Starbucks have trained thousands of farmers, restored critical

RBUCK SARBUCK \* COFFEE tree cover needed by both shade-loving coffee beans and wildlife (with more than 100,000 trees planted to date), and completed scores of projects to upgrade old equipment and improve processing facilities.

At a landscape level, the partnership is laying the groundwork for a comprehensive conservation plan for the Aberdare—

Mt. Kenya corridor. Along with mapping both wildlife and farming areas, AWF will work with local communities to develop

land-use plans, ensuring that coffee farmers and wild-life can count on forest and water systems to last.

For coffee farmers, the proof is in the price: thanks to improved quality and higher crop yields,

participating farmers have seen the returns on their coffee beans rise by a third.

"Through improved coffee prices over two seasons, I was able to complete my house construction, start a poultry project and buy two dairy cows," says Joseph Kimaru, one of the many farmers touched by the AWF-Starbucks collaboration.





## **EDUCATION & CAPACITY BUILDING**

## A Force for Bonobos

Heartland/locale: Congo/Lomako-Yokokola Faunal Reserve in the DRC

AWF was founded to empower people living in wildlife rich regions to take full charge of the natural assets they have known all their lives, and we continue to honor the spirit of that initial vision. It is core to all that we do.

In 2008, in the DRC, AWF helped the Congo Institute for Nature Conservation (ICCN), the department of the Ministry of Environment, Nature Conservation and Tourism that is in charge of the management of protected areas in DRC, to train a corps of eco-guards to protect the new Lomako-Yokokola Faunal Reserve. The reserve, home to the rare bonobo, is the landmark achievement of 15 years of work by AWF and other partners, among them the Lomako people and the DRC parks authorities. The reserve aims to provide a protected habitat for the bonobo, a species of great ape threatened by growing human populations, civil unrest and the global market for illegal wildlife.

This past August, 60 new eco-guards, eight of them women, all of them from different villages and ethnic groups in the region, graduated. The class underwent a month of intensive paramilitary train-



ing carried out by four soldiers from the national army, as well as other officials, including the ICCN/AWF agent-in-charge of monitoring the faunal reserve. Graduates were trained in bio-monitoring, patrol tactics, fauna identification, military rules, first aid, topography and legislation.

Besides deterring intruders, the presence of the eco-guards is educating people about both conservation and ethical tourism and legitimizing the reserve's commu-



# AWF is creating a future in which environmental stewardship across Africa rests fully in the hands of its people.





nity ties. Since the patrols have begun, researchers have reported an increase in the number of sighted bonobos, which spend much of their time gracefully maneuvering from tree to tree in search of food or socializing in established groups.

"The reduction in the number of disturbances is making the apes more comfortable in the presence of people, and that is allowing researchers to study and record their behavior in a way not possible before," says Valentin Omasombo W'Otoko, AWF's protected area manager. "These observations will shape the conservation strategies we build for the park, and shed light on the behavior and needs of other primates."





## EDUCATION & CAPACITY BUILDING

## **Easements for Education**

## Heartland/locale: Samburu/Tiemamut area of the Laikipia District of Kenya

Too often land initiatives in Africa have failed to generate benefits at a local level. That's why the people of Tiemamut, a small community of Maasai families, were skeptical when AWF proposed an innovative arrangement that would pay school fees for every acre of land leased for conservation.

Fortunately, AWF has a long history of partnership with Maasai communities throughout the Laikipia region of Kenya, where Tiemamut is located. In 2001, area families set aside 5,700 acres for conservation, agreeing jointly not to subdivide the land or use it for other purposes. The land is critically located between two larger conservancies, but sits in a settled area too dense to support wildlife-based tourism.

The lack of direct economic benefits from the conserved lands was slowly eroding the community's incentive to keep the parcel intact.

AWF's research showed that communities tended to invest revenues from tourism enterprises in education, so we came up with an innovative solution: In exchange for every acre of land conserved, we would finance the education of a set number of students — rewarding the community's investment in conservation with an investment in its children's future.

In 2008, AWF funded 22 students' education at a cost of \$10,000. "Easements for Education has not only secured critical lands for conservation, but has also built educational capacity in a region where few children ever have the chance to attend school," says Daudi Sumba, AWF's Director of Capacity Building and Leadership Development.





### 2008 Charlotte Fellows

Since its beginning in 1996, AWF's Charlotte Fellowship Conservation Program has helped more than 40 Fellows from East, West, Central and southern Africa pursue graduate degrees in fields ranging from biology and conservation economics to enterprise and community development.

The 2008 Fellows are exceptional in that all four are women — a fact that would have pleased the late Charlotte Kidder Ramsey, the notable conservationist for whom our program is named. Each of these remarkable young women was selected from a large pool of talented applicants. Collectively, they represent the emerging face of opportunity for women across Africa.

#### Shivani Bhalla, Kenya



Shivani is studying for a Ph.D. in Zoology at the University of Oxford in the United Kingdom. Her research investigates the ecology and conservation status of lions in Kenya is

Samburu National Reserve in AWF's Samburu Heartland. Shivani's work will also help assess the levels of lion predation on Grevy's zebras as well as the impacts of human-lion conflict issues in the region.

## Irene Nadunga, Uganda



Irene is studying for a Master of Science in Environment and Natural Resource Management at the Institute of Environment and Natural Resources, Makerere University,

Kampala, Uganda. Her research focuses on the inventory and use of medicinal plants in Mabira Forest in eastern Uganda.

#### Ifura Ukio, Tanzania



Ifura is studying for a bachelor's degree in environmetal science at the University of Kwa Zulu Natal in South Africa. She is exploring humanlion conflict issues among the Maasai around Tarangire

National Park. Employed by AWF, Ifura is our first female field researcher.

#### Galebotswe Pearl Pelotshweu, Botswana



Galebotswe is pursuing a master's degree in Conservation Biology at the Stellenbosch University in South Africa. Her research will focus on seasonal ranging patterns and habitat preferences of reintroduced

rhinos in Moremi Game Reserve in Botswana's Okavango Delta in AWF's Kazungula Heartland.

# CONSERVATION POLICY

# Sustainable Economic Resources for Africa (SERA)

AWF recognizes that the conservation of all of Africa's major wild landscapes will be possible only with the support and commitment of governments, private stakeholders and local communities.

In 2008, AWF for the first time formally articulated an agenda of policy, legislative and institutional recommendations based on the principles and lessons of the African Heartlands Program. This initiative, which encompasses AWF's work both within and outside the Heartlands, is called the Sustainable Economic Resources for Africa (SERA) Policy Initiative.

SERA captures the essence of our 45 years of experience on the ground and the principles that, if reflected in policy and legislation, will help protect Africa's wildlife and wild lands and optimize their contribution to sustainable development. Each of AWF's SERA priorities (excerpted below) supports the agenda of

large landscape conservation as a tool for development and economic security

On Africa's competitive advantage in wildlife. AWF encourages African nations to conserve, expand and add value to their wildlife resources and to position these resources as a critical part of development and growth strategies for the future of the continent.

ON BUILDING AN AFRICAN-DEFINED AND AFRICAN-LED AGENDA. AWF believes that the conservation agenda for the continent must be set by and led by African conservation leaders. Where the capacity for this leadership is not yet up to strength, AWF asserts that it is incumbent on all stakeholders to work to develop this capacity.

On the CENTRALITY OF PROTECTED AREAS SYSTEMS. AWF encourages every African nation to create and fully support a protected area system representative of the habitats and biodiversity endemic to the country. These systems should operate with a goal of becoming self-financing and sustaining.

On SUSTAINABLE USE. AWF believes in the protection of resources within formally designated national parks but encourages carefully monitored and sustainable use of natural resources outside these





more restricted areas to ensure that human needs and aspirations are satisfied while maintaining ecosystem viability.

On the importance of large-scale conservation and tourism destinations. AWF has found that a few large-scale conservation and tourism destinations will generate more benefits to society than many small, fragmented efforts. The Kruger/Limpopo conservation area, the Serengeti-Mara-Ngorongoro area, and the Upper Zambezi-Victoria Falls Okavango area are examples of the environmental and economic potential of large-scale conservation in Africa.

On REGIONAL COOPERATION AND TRANS-FRONTIER CONSERVATION. AWF is committed to working towards effective policies which encourage regional cooperation, harmonize management, tourism, and revenue-sharing policy and practice across national borders, and facilitate the flow of resources, visitors, and the net benefits of conservation.

"The word SERA means policy in Swahili, one of the most widely spoken African languages."

On the appropriate development of Infrastructure. AWF encourages African governments and their partners to invest in parks, security, airports, roads, tourism infrastructure and communications that will enable the management of protected areas and the appropriate development of conservation and tourism destinations.

On the NEED FOR LOCAL INCENTIVES TO CONSERVE. AWF supports strong, secure, tenure arrangements for local communities living with wildlife on their land, and effective national policy and legal frameworks that protect tenure and rights.

On MITIGATING THE EFFECTS OF CLIMATE CHANGE. AWF supports African efforts to 'leap frog' over expensive, inefficient technologies and embrace newer, light technologies that bring affordable services to more people quickly and avoid the creation of a carbon-based infrastructure.

On GOOD GOVERNANCE AND SOCIAL JUSTICE. AWF values transparency, participation and accountability in decision-making processes.

ON HEALTH. AWF believes that the health of Africa's ecosystems cannot be separated from the health of its people and endorses local and international efforts to improve the health of people, including strenuous efforts to combat HIV/AIDS.

On the NEED FOR A SUPPORTIVE INTERNA-TIONAL AID FRAMEWORK. AWF calls on the international community to encourage, support, and invest in the Africa-defined agenda for the continent, as embodied by the work of the NEPAD (New Partnership for Africa's Development) program of the African Union and international policy processes.

To view the entire SERA Framework, visit awf.org

## SCORING AWF'S IMPACT

At AWF we view our supporters, generous investment as nothing less than a sacred trust. That's why for every dollar invested, 85 percent goes directly into our program work in the African Heartlands.

This discipline is recognized in our ratings from third-party agencies such as Charity Navigator, one of the largest independent evaluators of charities in the world (see box below).

To match our financial discipline with programmatic impact, we continu-

ally monitor and evaluate our work through our Performance and Impact Assessment (PIMA) framework, a family of measures that quantifies AWF's

We have compiled the results of our assessment in a year-end, easy-to-digest PIMA Scorecard.

progress against our four main program pillars: land protection, species conservation, conservation enterprise, and leadership capacity.

We have continually refined the PIMA framework since it was first adopted in 2001. In 2008, for example, we engaged a socioeconomic impact expert to oversee our analysis of the financial impact of our work on communities. We also continue to engage other nongovernmental development and conservation organizations in enriching our PIMA assessment.

Now, we have compiled the results of our assessment in a year-end, easy-to-

digest PIMA
Scorecard,
which will be
updated annually. The
Scorecard includes a yearby-year comparison of our

impact since 2005, the year we launched our first comprehensive fundraising drive, the Campaign to Save Africa's Heartlands.

## **AWF Shines with Four Stars**

When deciding where to donate their hard-earned dollars, discerning givers invariably turn to Charity Navigator, America's largest independent charity evaluator. Since 2002, Charity Navigator has been using a four-star rating system to rigorously measure the efficiency and sustainability of more than 5,000 charities.

For seven years in a row, the African Wildlife Foundation has received four stars, placing us among the top-rated organizations. Naturally, we're proud to be a top-rated charity — and, pleased to highlight that we are also the only environmental or conservation organization to receive four stars seven years in a row.





## PIMA SCORE CARD

### STATEMENT OF ACTIVITIES

FY 20	008 (Results)		
AND AND HABITAT			
National parks and reserves strengthened	13		
Community land/public areas conserved with AWF support	23		
Private lands secured by acquisition or easement	4		
Wildlife corridors/special sites conserved with AWF support	9		
SPECIES CONSERVATION			
AWF species research and conservation projects operating	8		
Partner species conservation projects supported by AWF	3		
CONSERVATION ENTERPRISE			
Tourism enterprise projects opening for business	4		
Non-tourism enterprise projects opening for business	3		
CAPACITY AND LEADERSHIP			
Individuals receiving AWF scholarships, internships and training	43		
Local institutions receiving significant technical or financial support	67		

#### STATEMENT OF IMPACT

#### CAMPAIGN PERIOD 2005 - 2008

	FY 2005	FY2006	FY2007	FY2008	Total
Land under improved conservation management through AWF investment (acres)	4,793,436	8,648, 688	10,947,581	10,947,581	10,947,581
Target wildlife populations with verified improvement in conservation status	8	8	10	14	14
Direct financial benefits disbursed to communities	\$ 167,000	\$ 276,960	\$ 396,351	\$ 919,675	\$ 1,759,986

## CAMPAIGN TO SAVE AFRICA'S HEARTLANDS:

"AWF entered the final year of its first comprehensive campaign boosted by the extraordinary generosity of Dennis and Connie Keller. Their \$10 million challenge grant — \$5 million each to The Nature Conservancy and AWF — is designed to inspire others to invest so we can strive to do everything possible to conserve Africa's wildlife and wild places." — Dr. Patrick J. Bergin, CEO

Dennis and Connie Keller are wonderfully generous. However, they know that their philanthropic leadership becomes truly meaningful when it prompts others to act. What they want is bold, determined action to conserve Africa's wild-life now, knowing that unnecessary delay will only increase the challenge.

As a result of that passionate commitment, the Keller's made the largest philanthropic pledge ever to AWF. Thanks to what we now call the "Keller Challenge", the African Wildlife Foundation is equipped with a matching gift to engage

all of its supporters to complete its comprehensive campaign from a position of strength, even in these challenging economic times.

In addition to assisting AWF directly, the Keller's gift to the Conservancy will serve as part of a special "catalyst fund" as the Conservancy commences a major fund drive to strengthen all of its work, including its international programs.

When AWF launched its first comprehensive campaign — designed to mobilize \$100 million in support from individuals,

foundation, corporations, international aid organizations and other public sources — we knew that Africa deserved vastly more conservation investment.

We hoped others would respond. Today, we are grateful both to our loyal supporters for their increased generosity and to those who have recently joined the AWF donor family.



Dennis and Connie have been involved in philanthropic efforts for three decades. Dennis serves as Chairman of the Board of AWF and Connie is Chair of The Nature Conservancy of Illinois.

## THE KELLER CHALLENGE



It is safe to say, the Campaign to Save Africa's Heartland is exceeding our expectations, sparking an overwhelming response from every corner of the donor community — public agencies, AWF members, our major donors, grassroots organizations, and scientific partners.

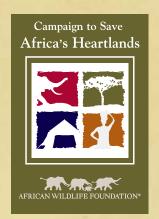
While successful completion of our campaign on June 30, 2009, will not secure all that is needed to conserve highly endangered species and the fragile and diverse ecosystems they need to thrive — it is the kind of sizable investment that locks in past conservation wins and rapidly achieves new ones, paving the way for sweeping change that crosses economic, scientific, and cultural boundaries.

As a result, AWF and its supporters are helping to achieve what Dennis and Connie Keller hoped when they made



Dennis is Director Emeritus of DeVry University and co-founder of the Keller Graduate School of Management there. A strong education proponent, he serves on the Boards of Trustees of the University of Chicago and Princeton University.

their contribution and said, "We want to do everything we can to help Africa create a sustainable world and to ensure that healthy proportions of its wildlife and wild lands will endure forever."



Take the Keller Challenge today, and your gift will be matched dollar-for-dollar as we close in on our \$100 million fundraising goal. Your support for the Campaign to Save Africa's Heartlands is the key to securing the future of Africa's lands, people and wildlife. To make your pledge, visit awf.org/campaign or call Gregg Mitchell, Vice President for Philanthropy and Marketing, toll-free at 1-888-494-5354.

## PUBLIC EDUCATION AND OUTREACH

## Joining the Blogosphere

This year AWF joined the blogosphere, launching its first staff-written blogs, offering followers candid and detailed reflections from the field.

Never one to keep a good story to him-

self, Senior Communications Officer Paul Thomson is blogging his way across AWF's eight Heartlands. Through written entries, photographs and video, Paul is bringing to life AWF's work to, among other things,



conserve the Grevy's zebra, train farmers to make conservation-friendly coffee, and support African artisans turned conservationists.

Meanwhile, AWF Researcher
Nakedi Maputla is blogging about his
leopard research in the Kruger ecosystem.
"Leopards of the Kruger" follows Nakedi's
work — trials and tribulations as well as
successes — to understand and protect the
area's leopard population.

Already both blogs have strong followings, with readers ever ready to offer their own observations and ask questions. Both blogs can be found at awf.org.

## Growing Members, Building Support

We believe that a well-informed and motivated membership is key to our success. To that end, we go to great lengths to keep members abreast of our work. We provide a quarterly print newsletter, regular online newsletters, a fact-filled annual calendar and 24-hour access to one of the most

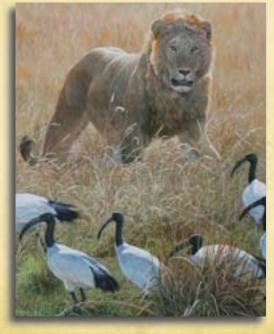
content-rich websites of any non-profit. Our goal is to make sure that any time of day or night our members have the full scope of AWF's programs at their fingertips.

Through the gifts of our well-informed members and supporters — now 92,000 strong — annual funds for AWF's work have more doubled in the past four years. Donations range from \$5 to more than \$1 million and include legacy gifts from our most loyal and long-term members. AWF members remain the most

important partners we have — our conservation work would not be possible without you.

## Putting Art to Work for Conservation

AWF is fortunate to have many talented people among its supporters. This year, Jan Martin McGuire put her notable artistic talent to work in support of



O Jan Martin McGuire



critical conservation efforts through an exhibition at the Forbes Galleries in New York.

Conceived by Christopher Forbes, the exhibit featured 30 original acrylic paintings by Ms. McGuire. It included works such as *Sacred and the King* — an extraordinary piece depicting a young male lion startling a flock of sacred ibises into flight.

A special reception hosted by Mr. Forbes and attended by Ms. McGuire and other honored guests took place on March 27. AWF was the beneficiary of a percentage of the sales from the artwork sold. By evening's end, AWF had netted \$10,300. AWF is extremely grateful to Ms. McGuire, Mr. Forbes and the Forbes Galleries for their efforts on our behalf.

# Green Living Project Champions AWF

It's an ambitious and honorable endeavor:

Three intrepid sojourners are traveling the world to document, film and publicize suc-



cessful and unique sustainable projects.
This effort — The Green Living Project
— hopes to educate and inspire citizens to live and support a more sustainable lifestyle.

Not surprisingly, Sabyinyo Silverback Lodge in Rwanda was among the team's first stops. This high-end, AWF-supported lodge is designed to conserve the highly endangered mountain gorilla, while benefiting the local people. Since its stop at Sabyinyo, The Green Living Team has visited Manyara Ranch, the Esilalei Cultural Boma, and a number of other AWF-supported projects. The Green Living Team continues its travels—and so can you at greenlivingproject.com.

# AWF Dips into World Water Week

Each year, in an effort to work toward a clean and healthy world, thousands of people from more than 100 countries flock to Stockholm to convene World Water Week.

In 2007, for the first time, AWF participated, joining The Nature Conservancy and others



in co-hosting a half-day session on "Partnering in River Basin Conservation."

More than 70 people attended the session, which featured a paper by AWF's Jimmiel Man-

dima entitled "Working Across Cultures, Economies and Ecosystems Values." The presentations featured lively discussions on a number of issues including how to develop indicators for assessing

the ecological health of river basins and how to get the agricultural sector to conserve freshwater systems.

Participation in World Water Week has opened a new window and partner network for AWF's freshwater conservation work.

CAMPAIGN ALERT: AWF IS OFFERING ADDED INCENTIVE AS WE CONCLUDE OUR FIVE-YEAR CAMPAIGN TO SAVE AFRICA'S HEARTLANDS. IN THE FINAL MONTHS EVERY GIFT YOU MAKE WILL BE MATCHED DOLLAR FOR DOLLAR, VISIT WWW.AWF.ORG TODAY!

### A Living Legacy

As a young girl Susan West was beset by disabilities that often left her more at ease with animals than with people.

Later on, that love of animals extended to Africa's great mammals, and she became a loyal AWF donor. She especially loved elephants, contributing generously to our work to protect elephant habitat. Known to be both determined and strong minded, Susan's passionate support of Africa's wildlife lives on, thanks to her own far-sighted and generous planning.

Susan is one of a remarkable group of individuals who've asked themselves, "What can I do to ensure that future generations have the chance to enjoy and benefit from Africa's wildlife and magnificent landscapes?" Today, these individuals are part of AWF's prestigious Kilimanjaro Society, a group of our most dedicated supporters who have chosen to extend their support to AWF well beyond their lifetimes.

It's a simple but monumental gesture. Whether it's a bequest in a will, naming AWF as a beneficiary in a trust or retirement plan, or another estate planning option, you are helping to support AWF's vital program work and to create a living legacy for you and your family.

Susan's example is an inspiration to AWF and the entire West family. "Susan's legacy to Africa's wildlife is an expression of her deep beliefs and her hopes for the future," says her cousin Olin West III, who manages her estate.

To learn more about the Kilimanjaro Society, contact Gregg Mitchell, toll-free at 888-494-5354.

#### OTHER WAYS TO GIVE

Cash or Credit Card Gifts. You can make a gift by check, Visa, MasterCard, Discover or American Express by going online. It is easy to become a sustaining donor online by signing up to make monthly gifts. While you are there, shop in our online store, adopt African wildlife, or apply for an AWF credit card. Visit www.awf.org.

Gifts Honoring Friends or Family. A contribution to AWF is a fitting remembrance of birthdays, weddings, anniversaries and memorials — especially when it is accompanied by an AWF card notifying others of your gift.

### Gifts of Appreciated Securities.

With this option, U.S. givers receive a tax deduction for the fair market value of appreciated securities, avoiding all or part of your capital gains tax (please check with your financial advisor). Securities can easily be transferred electronically.

Workplace Giving. If you work for a U.S. federal agency that participates in the Combined Federal Campaign (CFC #11219), EarthShare or United Way, you can contribute to AWF through payroll deductions. Also, many employers have matching gift programs, enabling you to double or even triple your contribution.

For more information, please contact: African Wildlife Foundation, 1400 16th St. N.W., Suite 120 Washington, D.C. 20036, USA +1-202-939-3333

toll-free: 888-494-5354

e-mail: africanwildlife@awf.org

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

## AWF'S FINANCIAL STRENGTHS



With a year to go, AWF's campaign has already transformed our ability to deliver reliable and substantial funding to our conservation activities in the African Heartlands.

Notwithstanding the financial challenges faced by all organizations in the autumn of 2008, the financial year ending June 30, 2008, was our best on record. One of the most impressive financial successes in the fiscal year was a 67 percent increase in AWF's operating revenues, totaling \$32 million from a diverse pool of sources.

Individuals contributed a total of \$14.4 million, including both \$1.5 million in legacy gifts and a remarkable \$5.0 million leadership gift from our board chair, Dennis Keller and his wife, Connie. Foundation and corporate supporters provided \$5.7 million in grants, more than double last year's level. Further, support from various world govern-

ments and other public sector donors totaled \$7.9 million, up 31 percent from a year ago.

Diversification of our funding base is one of the most important outcomes of AWF's Campaign, and AWF is delighted to have a broad and sustainable base of contributors at all levels from around the world. This diverse international support not only helps to ensure AWF's financial future, it also builds momentum to grow our base of support within the United States.



AWF's significant growth in revenue is aimed directly at expanded program impact. Our operating expenses were \$21.7 million this year with 85 percent of that — \$18.6 million — being invested in our program activities, an increase of 27 percent over the prior year. Our strict commitment to program investment — coupled with our other financial strengths — makes AWF stand out among charities.

Thanks to several multi-year commitments from individuals, corporations and foundations, we carried forward \$11.8 million for programmatic use in the upcoming years. Further, AWF has a large pipeline of grant commitments from various world governments and public sector supporters. Combined, these boost our ability to deliver impact today, tomorrow and in years to come

Despite our successes, however, AWF leaders have taken steps to reduce non-program expenses while protecting program spending in response to financial uncertainty stemming from the global financial crisis.

We thank you and all of our supporters for your generosity and invite your continued participation in this time of challenge and opportunity.

Gregg Mitchell
Vice President for

Philanthropy and Marketing

OKTANNA

Joanna Elliott
Vice President for

Program Design and Knowledge Management Jeff Chrisfield Chief Financial Officer

## **AWF'S FINANCIAL STRENGTHS**

### STATEMENT OF ACTIVITIES

For the year ended June 30, 2008, with comparative totals for 2007

\$ 12,936,701 1,490,612 5,722,741 7,866,473	\$ 7,906,558 1,807,454 2,619,033
1,490,612 5,722,741	1,807,454
1,490,612 5,722,741	1,807,454
5,722,741	
	2.619.033
7.866.473	_, _ , _ , _ ,
.,000,-110	5,996,351
2,800,755	1,799,906
30,817,282	20,129,302
12,506,800	11,828,940
5,183,930	1,447,760
892,200	1,370,887
18,582,930	14,647,587
	152
1,199,454	1,166,675
1,885,111	1,702,070
3,084,565	2,868,745
21,667,495	17,516,332
9,149,787	2,612,970
17,752,623	15,139,653
26 902 410	17,752,623
	5,183,930 892,200 18,582,930 1,199,454 1,885,111 3,084,565 21,667,495

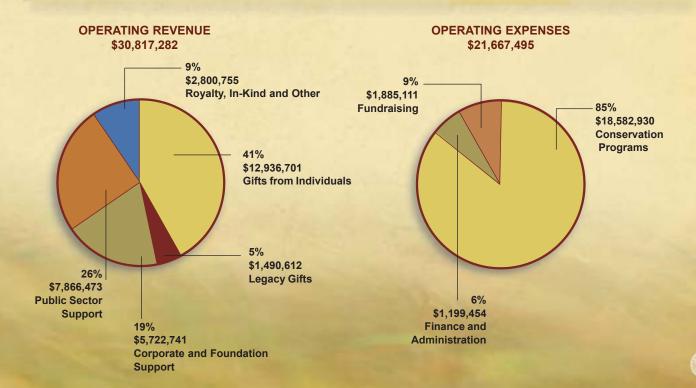




#### STATEMENT OF FINANCIAL POSITION

As of June 30, 2008

	2008	2007
ASSETS		
Cash and cash equivalents	\$ 4,676,569	\$1,639,41
Investments	12,642,384	11,107,612
Accounts and loans receivable	386,721	214,18
Public sector grants receivable	613,312	714,85
Pledges receivable	8,745,538	4,087,142
Advances to partners	247,920	135,92
Prepaid expenses	501,465	156,613
Property and equipment	1,299,404	418,990
Office rental deposit	26,194	25,70
Beneficial interest in perpetual trust	486,297	509,90
Total assets	29,625,804	19,010,33
LIABILITIES		
Accounts payable and accrued expenses	1,285,129	471,20
Refundable advances	1,351,446	696,34
Annuities payable	86,819	90,164
Total liabilities	2,723,394	1,257,71
NET ASSETS		
Unrestricted	12,842,143	12,452,334
Temporarily restricted	11,787,952	3,027,97
Permanently restricted	2,272,315	2,272,31
Total net assets	26,902,410	17,752,62
TOTAL LIABILITIES AND NET ASSETS	\$29,625,804	\$19,010,337



## WITH GRATITUDE

Our deepest appreciation to everyone who supported AWF during the period from July 1, 2007 to June 30, 2008. Thanks to your generosity, AWF is able to strengthen and extend its efforts to protect African wildlife and its habitats. While space does not allow us to list all donors, please know we are grateful to every friend of AWF.

#### CHAIRMAN'S CIRCLE \$100,000 and above

Anonymous Annenberg Foundation Arcus Foundation The Bobolink Foundation Charlotte's Web Foundation Mr. and Mrs. Donald C. Graham EarthShare Ms. Christine Hemrick Dennis and Connie Keller Mr. and Mrs. Robert King David H. Koch Charitable Foundation The Laursen Family The John D. and Catherine T. MacArthur Foundation The Nature Conservancy Starbucks Coffee Company David and Karie Thomson The Tiffany & Co. Foundation

#### CEO'S CIRCLE \$50,000 TO \$99,999

Wetlands International

Foundation

Byers Carnivore
Conservaion Fund
Lynn and Ed Dolnick
The William H. Donner
Foundation, Inc.
The Regina B. Frankenberg
Foundation
Mr. and Mrs. William E.
James
The Leslie Fund
Mr. and Mrs. Randolph K.
Luskey
Panaphil Foundation
Michael J. Piuze
Southern Africa Trust

#### PRESIDENT'S CIRCLE \$25,000 TO \$49,999

Anonymous Mr. Greg Behrman Crandall and Erskine Bowles Ms. Sharon K. Brown Mr. and Mrs. Donald Daniels

Leslie Devereaux Dhanam Foundation Disney Worldwide Conservation Fund Mr. and Mrs. Don R. Dixon Mr. and Mrs. Dale F. Dorn Ms. Lisa S. Firestone Bev Spector Lipson and Ken Lipson March to the Top Africa Mr. and Mrs. Henry P. McIntosh, IV Bill and Pat Miller Leslie and Curtiss Roach The Schaffner Family Foundation The West Foundation Wiancko Family Donor Advised Fund of the Community Foundation of Jackson Hole

#### HEARTLAND PARTNERS \$10,000 TO \$24,999

Anonymous (5) The Alexander Abraham Foundation Mr. and Mrs. Edward M. Armfield, Jr. Mr. and Mrs. Zohar Ben-Dov Ms. Sheri E. Berman Ms. Sydney A. Biedenharn Mr. Jacques J. Busquet Mr. Mark Carlebach Ms. Martha Christensen The Columbus Zoo and Aquarium Joseph and Joan Cullman Conservation Foundation, Inc. The Dohmen Family Foundation Earth's Birthday Project Mr. and Mrs. Charles P. Eaton Mr. Robert C. Fisk Ms. Mary C. Fleming Dr. and Mrs. James L. Foght Carolyn Fraley Mr. and Mrs. Michael Golden

Mr. Stephen Golden and

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#### **Mixed Sources**

Product group from well-managed forests, controlled sources and recycled wood or fiber

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# Protecting Land



Conserving Wildlife



Creating Enterprises



Empowering People



Influencing Policy



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





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