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Our mission is to ensure wildlife and wild lands thrive in modern Africa.

IMAGINE A WORLD
WITHOUT ELEPHANTS...
THAT NO LONGER
HAS LIONS...
OR GIRAFFES.
GORILLAS.
CHIMPANZEES.
RHINOS.
CHEETAHS.

AWF works across the
African continent, protecting
wildlife and wild lands in:

*Benin, Botswana, Cameroon, Democratic Republic
of Congo, Ethiopia, Kenya, Mozambique, Niger,
Nigeria, Rwanda, Senegal, South Africa, Tanzania,
Uganda, Zambia, Zimbabwe*

These are only some of Africa's magnificent wildlife species at risk of disappearing forever. In the last few decades alone, the world has lost more than 60 percent of forest elephants and more than 40 percent of lions. Poaching, driven by global demand, is at crisis levels. But it's habitat loss that poses the most extensive threat to African wildlife. The state of rainforests in Africa and around the world is an example. Scientists estimate that if current deforestation rates go unchecked, rainforests will be gone in 100 years — and most of their inhabitants with them.

The picture is bleak, but not set in stone. In fact, change has already taken root. There is a growing consciousness that thoughtful economic and infrastructure development can and should incorporate conservation priorities. The African Wildlife Foundation (AWF) helped bring about this change and works tirelessly every day to ensure a positive future for Africa's wildlife and wild lands.

TAILORED STRATEGIES FOR UNIQUE ENVIRONMENTS

To realize the most significant impacts, AWF takes a holistic approach, addressing threats and building on opportunities from a multitude of angles.

Protecting Wildlife

We employ a three-pronged strategy to fight poaching: stop the killing, stop the trafficking, and stop the demand. Focus species include elephants, rhinos, lions and other large carnivores, giraffes, mountain gorillas and other great apes.

- **STOP THE KILLING:** Across sub-Saharan Africa, AWF trains and equips rangers and eco-guards to protect elephants, rhinos and other wildlife populations; deploys dog-and-handler units to deter and apprehend poachers; and supports research such as wildlife population surveys.
- **STOP THE TRAFFICKING:** AWF places sniffer dogs and dog handlers at key transportation hubs. Our **Canines for Conservation** units have a 90 percent accuracy rate and have made hundreds of busts. AWF also conducts trainings with prosecutors and other judicial employees to ensure appropriate justice for convicted traffickers.
- **STOP THE DEMAND:** AWF and partners produce celebrity-studded public service announcements (PSAs) for the Asian market, including PSAs starring former NBA star Yao Ming and actor Jackie Chan. Surveys showed these campaigns have significantly raised awareness about the illicit trade in ivory and rhino horn.



Conserving Land

AWF has mapped priority landscapes across the continent that have vital wildlife populations and the greatest chance of conservation success. Within these landscapes, we promote community-based solutions.

- **PROTECTED AREA PLANNING:** AWF works to unite villages, parks and reserves in vast, cohesive landscapes with room for humans and wildlife. We train and incentivize local communities to conserve wildlife migration routes, while advancing their economic interests through improved agriculture practices or alternative livelihoods such as beekeeping, sustainable cash crops, soap making and sewing. We convene community land-use planning workshops to facilitate more sustainable development, wealth creation and food security along with conservation.
- **CLIMATE CHANGE:** Without comprehensive measures to understand and address the impacts of climate change, the well-being of Africa's wildlife and its people are in jeopardy. AWF promotes climate-smart agriculture, establishment of forest reserves, and sustainable energy solutions such as fuel-efficient stoves and solar power.



Promoting Community Well-being

AWF projects start with people — because conservation solutions only work when owned by those living with wildlife day in and day out.

- **CONSERVATION TOURISM:** We help build community-owned eco-lodges throughout sub-Saharan Africa so tourists can experience the wonder of Africa's wildlife and wild lands while supporting local economies. Lodges provide jobs and create a significant conservation incentive. The lodges' community owners reinvest revenues in local infrastructure and in schools.
- **LINKING CONSERVATION AND EDUCATION:** Children living in remote parts of Africa often lack access to high-quality education. AWF's **Classroom Africa** program refurbishes and builds schools on beautiful eco-campuses. To help attract top teachers, we provide housing and professional development. We instill conservation values by running eco-clubs and taking students on wilderness trips. In exchange for schools, communities agree to conserve land.
- **AGRICULTURE:** AWF models green agriculture, training smallholder farmers in climate-smart practices that produce high yields on small plots. We've also linked farmers to more lucrative markets for their crops. In exchange, farmers participate in land-use planning and watershed protection.



A Voice for Wildlife

AWF's operating principle, its constant message, is that wildlife conservation does not have to be a zero-sum game.

- **BUILDING PARTNERSHIPS:** African economies are poised for unprecedented growth, and leaders are making significant decisions about how African countries will manage their natural resources. At the local, regional, national and pan-African levels, AWF fosters relationships with key people and groups to ensure wildlife conservation is part of the economic solution for the continent. Our goal is to help forge a uniquely African development model that gives wildlife and wild lands a starring role on the stage that is modern Africa.
- **A SEAT AT THE TABLE:** In 2016, AWF entered into a partnership with the African Union to serve as a technical advisor to that policymaking body. This agreement cements AWF's status as *the* conservation organization focused on Africa and positions us to provide a conservation perspective before policies are enacted.



A CONSERVATION VISION

For nearly 60 years, the African Wildlife Foundation has been Africa's conservation organization.

AWF began in 1961 with a vision — to help develop African conservation leadership as the surest way to secure a hopeful future for wildlife. We founded institutions such as the College of African Wildlife Management, and we educated and provided scholarships to hundreds of students who went on to become scientists, park managers, rangers and more.

As AWF grew, we leveraged our resources to raise global conservation awareness through ad campaigns and other means. We also expanded our direct species protection efforts through strategic alliances with conservation partners.

At the end of the 20th century, a new poaching crisis emerged. This was not like poaching of old — it was more organized and ruthless. AWF had to act quickly. And be smart. We partnered with the strongest operations already on the ground. We funded the hiring, training and housing of rangers; supported and strengthened monitoring of elephant and rhino populations; and implemented anti-trafficking programs, including our flagship Canines for Conservation program. Although the challenges are formidable, we've seen poaching declines where we work.



Because successful wildlife protection requires understanding species' behavior and ecology, AWF also in its early years sponsored scientific research, including Dian Fossey's landmark mountain gorilla study. Today we support applied research such as species population surveys and studies of human land-use patterns around protected areas.

In the 1990s, AWF initiated its large-landscape approach, selecting cross-boundary areas of exceptional natural value for integrated interventions. The goal is to restore, protect and expand habitat for species that need large tracts of land. We work with governments, NGOs and communities to ensure elephants and other species have room to roam, room to flourish. But solutions must benefit wildlife and human communities. This is a core value. AWF's holistic approach includes enterprise programs that ensure local communities benefit from wildlife conservation in large landscapes.

AWF introduced Classroom Africa in 2013, rounding out the ways we engage communities as partners in conservation. Through new schools, teacher training, technological enhancements and conservation education, we disrupt the cycle of poverty and resource degradation and empower people to take strategic conservation action.

A PRAGMATIC, INCLUSIVE VOICE

AWF is uniquely positioned to promote conservation of wildlife and wild lands in modern Africa.

WE PROMOTE AN AFRICAN CONSERVATION VISION

Conservation, to be effective and sustainable, must be Africa-led. Today AWF is the only global conservation organization that implements Africa-led strategies and programs. Our Nairobi headquarters is the hub of our field programs, while our staff in North America, Europe and Asia play critical roles in resource mobilization, strategic communications, partnership development, education and advocacy. Our staff makeup is key. Of nearly 180 full-time staff members, 70% are African nationals. Our grounding in Africa opens doors. We have many unique and critically important partnerships, including one with the lead policymaking body on the continent, the African Union.

WE ARE COLLABORATIVE AND COMMUNITY-DRIVEN

Conservation can't be achieved single-handedly, so creative conservation partnerships are essential to AWF's success. We partner with other NGOs and at the highest level of government but also regionally and with local communities, where we engage people in activities such as sustainable land-use planning and building schools in exchange for conservation commitments. Our heartfelt commitment is to deliver conservation impacts alongside improvement in community well-being.

WE FIND PRAGMATIC, INCLUSIVE SOLUTIONS

AWF believes that wildlife and Africa's other natural resources are critical to the continent's prosperity. We see Africa's rapid development as a challenge but also an opportunity to implement proven conservation solutions and develop new approaches that benefit humans and wildlife. As we have seen in countries such as Rwanda, where the mountain gorilla population is climbing back from near-extinction, there is nothing inevitable about conservation challenges in Africa.

WE PROMOTE CONSERVATION LEADERSHIP

From Classroom Africa to our Conservation Leadership and Management Program (CLMP), AWF devotes significant resources to building a corps of current and future conservation leaders. CLMP trains African post-graduates for leadership positions. Today we see many graduates within AWF offices as well as in government ministries and in the field as NGO-based partners.