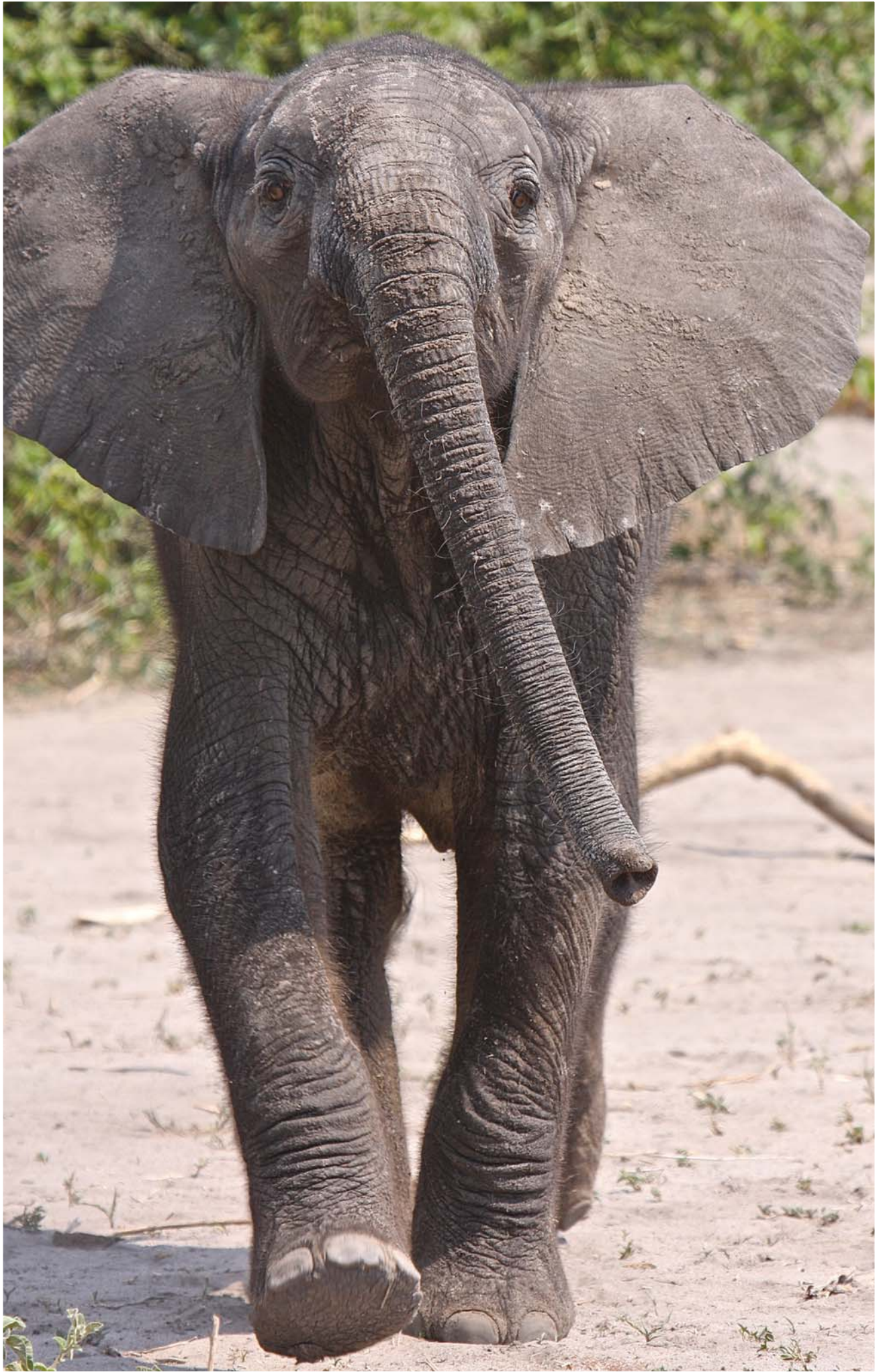


Annual Report 2009



AFRICAN WILDLIFE FOUNDATION®




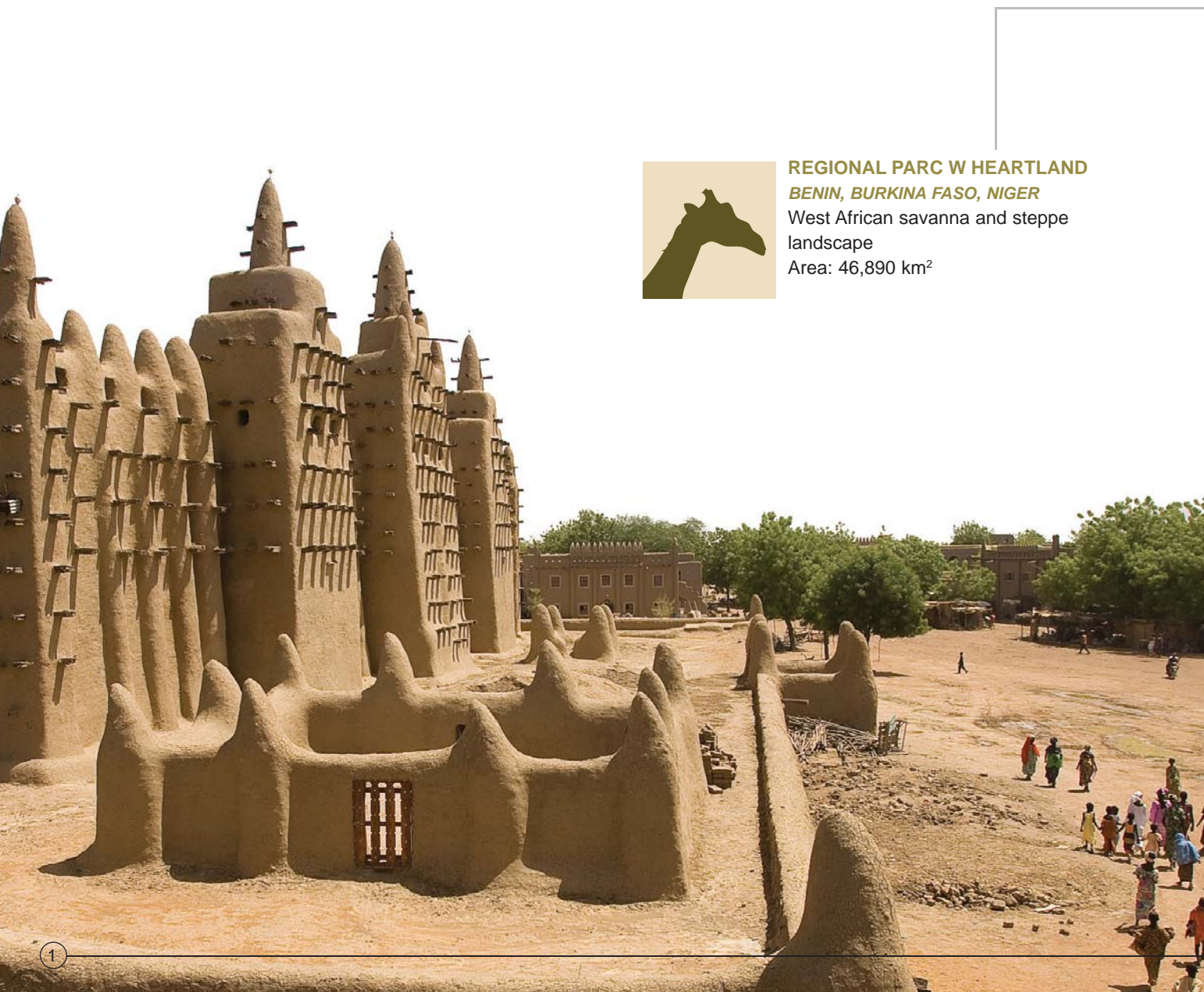


AWF IN WEST AFRICA

East and southern Africa are highly acclaimed wildlife tourism destinations; however, West Africa also contains very significant, albeit less known, conservation landscapes. These key areas protect globally important populations of familiar African species, as well as rare subspecies endemic to the region. These large conservation areas are also important to the future of the people of West Africa as reserves of environmental resources and mainstays of economic growth.

Ten years after unveiling its Heartland Program, AWF is expanding our work in Africa by designating our first Heartland in West Africa. The Regional Parc W Heartland is a trinational conservation area centered at the point where Benin, Burkina Faso, and Niger meet. The area is named for the distinctive “W” shape formed by the Niger River as it crosses back on itself several times before finally heading south towards the Gulf of Guinea. The Regional Parc W constitutes the largest tract of protected savanna in West Africa and supports a vast array of wildlife, including the region’s only remaining giraffe population and its largest elephant population.

 Learn more about AWF’s newest Heartland at www.awf.org/parcw



REGIONAL PARC W HEARTLAND

BENIN, BURKINA FASO, NIGER

West African savanna and steppe landscape

Area: 46,890 km²

THE AFRICAN HEARTLANDS

Africa is a vast and dynamic continent with increasing human populations, rapidly growing cities, and expanding areas of agriculture. At the same time, Africa is home to magnificent areas of wilderness and great conservation landscapes hosting some of the largest populations of wildlife on earth.

African Wildlife Foundation (AWF) is working with the governments and people of Africa to identify, plan, and protect these great conservation landscapes so that they will endure. These are the African Heartlands. Combining national parks, local villages, and private lands into cohesive conservation landscapes, often crossing national boundaries, the African Heartlands will provide environmental and economic benefits to Africa and the world for many generations to come.

 Explore AWF's nine Heartlands at www.awf.org/heartlands



SAMBURU HEARTLAND

KENYA

The heart of Kenya
Area: 26,134 km²



VIRUNGA HEARTLAND

DEMOCRATIC REPUBLIC OF THE CONGO, RWANDA, UGANDA

Mountain gorillas and their forested habitat at risk
Area: 7,655 km²



CONGO HEARTLAND

DEMOCRATIC REPUBLIC OF THE CONGO

Dense equatorial forests neighboring Africa's greatest river
Area: 70,872 km²



KILIMANJARO HEARTLAND

KENYA, TANZANIA

Elephants and Africa's highest peak
Area: 24,663 km²



MAASAI STEPPE HEARTLAND

TANZANIA

Wildlife among baobab trees and vast grasslands
Area: 22,233 km²



ZAMBEZI HEARTLAND

MOZAMBIQUE, ZAMBIA, ZIMBABWE

The mighty river of southern Africa
Area: 47,721 km²



KAZUNGULA HEARTLAND

BOTSWANA, NAMIBIA, ZAMBIA, ZIMBABWE

Wilderness area surrounding Victoria Falls
Area: 86,476 km²



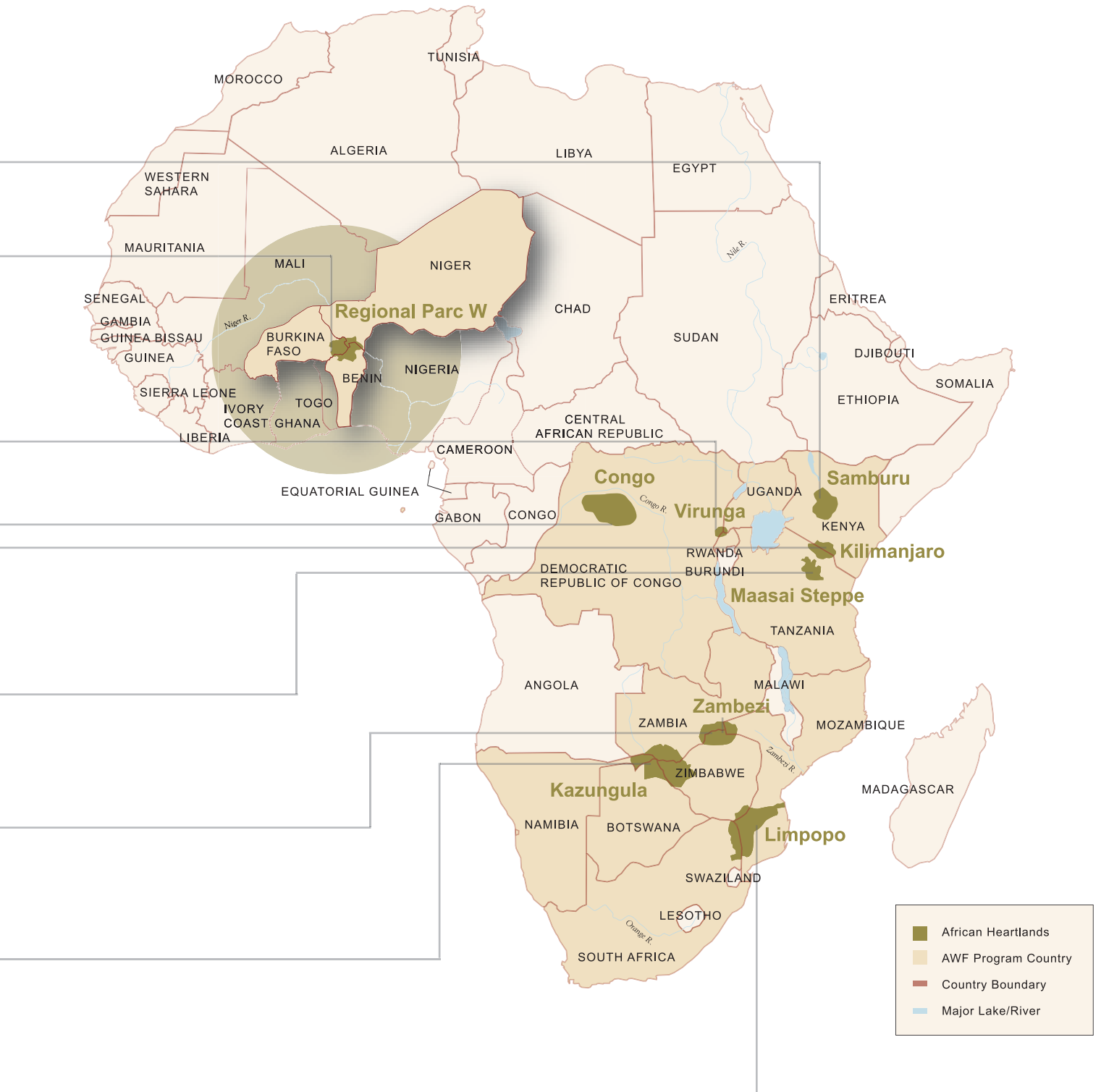
LIMPOPO HEARTLAND

SOUTH AFRICA, MOZAMBIQUE, ZIMBABWE

Vast transboundary landscape centered on the Limpopo River
Area: 95,624 km²

AFRICA

The continent of Africa contains many of the most spectacular wild areas and wildlife populations in the world. Africa is home to the world's largest wildlife migration, four of the world's five great ape species, herds of elephants numbering in the thousands, magnificent prides of lions, and many solitary large cats. No other continent offers humankind such rich, plentiful, and varied representatives of the magnificent creatures with whom we share the planet.





Land and Habitat

AWF's first priority in any landscape is to secure land and reverse the single greatest threat to wildlife—loss and fragmentation of habitat.



Species Conservation

The West African giraffe, Zambia's white rhinos, and Africa's iconic lions are a few of the many species that benefited from AWF interventions in 2009.



Conservation Enterprise

A new world-class lodge in Uganda, unique cultural venue in Rwanda, and cutting-edge livelihood program in Kenya and Tanzania are all tying economic benefits to ecological sustainability.



Education and Capacity Building

AWF's founding tenet—to build the capacity of the people of Africa to steward the continent's natural assets—endures through our scholarship and capacity-building programs.



Conservation Policy

AWF continued its role as convener, advisor, and partner, influencing government policies in its program countries and beyond.



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2009 PROGRESS AT A GLANCE

AWF's Performance and Impact Assessment (PIMA) framework quantifies AWF's progress against our four main program pillars: land protection, species conservation, conservation enterprise, and leadership capacity.

Year over year, AWF has matched or exceeded 70 percent of its PIMA metrics.

 Learn more about AWF's progress assessment at www.awf.org/pima



Land and Habitat

	FY08 (Results)	FY09 (Targets)	FY09 (Results)
National parks & reserves strengthened	13	14	21
Community land/public areas conserved with AWF support	23	21	31
Private lands secured by acquisition or easement	4	4	2
Wildlife corridors/special sites conserved with AWF support	9	11	12



Species Conservation

	FY08 (Results)	FY09 (Targets)	FY09 (Results)
AWF species research and conservation projects operating	8	10	9
Partner species conservation projects supported by AWF	3	3	5



Conservation Enterprise

	FY08 (Results)	FY09 (Targets)	FY09 (Results)
Tourism enterprise projects opening for business	4	4	1
Nontourism enterprise projects opening for business	3	2	3



Education and Capacity

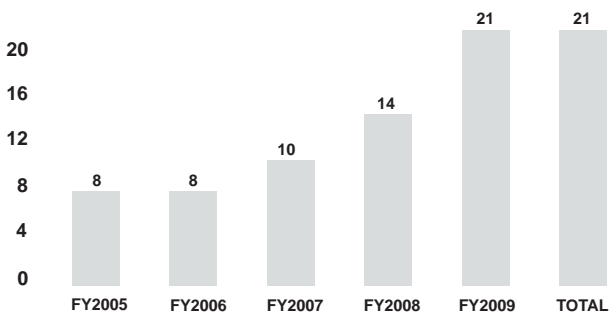
	FY08 (Results)	FY09 (Targets)	FY09 (Results)
Individuals receiving AWF scholarships, internships, and training	43	43	172*
Local institutions receiving significant technical or financial support	67	65	70

* In addition to 172 formal scholarships, AWF offered technical training to 7,870 individuals.

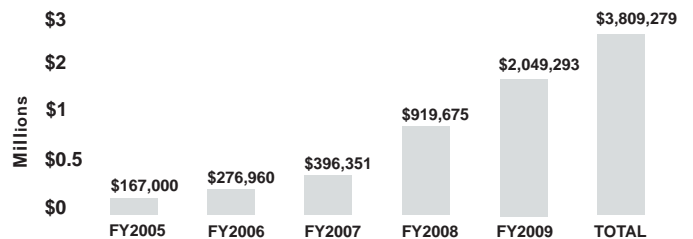
Statement of Impact

Campaign Period
2005 - 2008

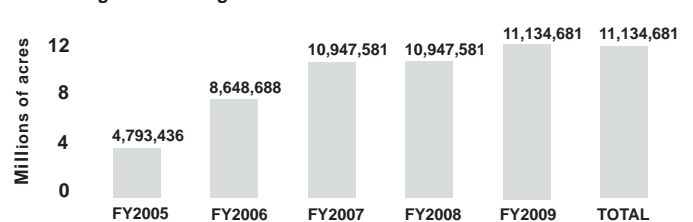
Target wildlife populations with verified improvement in conservation status




Direct financial benefits disbursed to communities



Land under improved conservation management through AWF investment



Land and Habitat AWF's Heartland approach to conservation focuses on identifying Africa's great wild spaces, piecing together parks, private lands, and community lands, which can be secured as a home for wildlife. Historically, AWF worked to establish national parks and wildlife reserves, and to help local people establish community conservancies. AWF is now supporting the management of parks and exploring new private land conservation approaches, including limited land acquisition and new types of conservation leases, to protect critical wildlife habitat.

 Learn more about AWF's Land and Habitat approach at www.awf.org/land

GROUND BREAKING

AWF understands that the whole of a landscape is always greater than the sum of its parts. Through connectivity of land and habitat, Africa's still thriving wildlife populations have the space they need to freely access food and water and cross paths with other healthy species populations. Without that ability, Africa's large mammals and the other unique wildlife species with which they share the land will steadily diminish and slowly die off.

In pursuit of the overarching goal of halting or reversing land fragmentation, AWF has identified nine Heartlands and continues to scope others that represent microcosms of the most biologically diverse places on the African continent. To protect and build land and habitat connectivity in these Heartlands, AWF has crafted a variety of innovative tools that can be applied to individual landscapes and employed simultaneously, creating an integrated strategy that 'puts the pieces of the land puzzle together' while improving and rationalizing land use.

In 2009, via its Land Program and with support from The Nature Conservancy and other partners, AWF realized major gains in land secured for conservation. This was achieved by working collaboratively with government agencies, landowners, local communities and the private sector, using innovative approaches to land conservation rarely if ever used before in Africa. Innovations included establishing land trusts; the direct purchase of important conservation lands; land use planning; creating legal and economic mechanisms such as conservation easements, leases, and management agreements; establishing community conservancies and protected areas; and engaging in policy dialogues to ensure that appropriate policies for land conservation are in place.

AWF's specialized suite of land conservation tools has been developed over decades and reflects field-based wisdom from across the African Heartlands.



QUARRY QUANDARY

When a large construction company began detonating explosives and excavating a rock quarry in a newly formed conservancy outside Amboseli National Park, AWF Kilimanjaro Heartland Director Fiesta Warinwa was alarmed.

Created through a cutting-edge leasing arrangement between AWF and 50 Maasai families, the conservancy sits in a corridor frequented by wildlife moving from the Amboseli region, through the Chyulu Hills, and on to Tsavo National Park. The explosives forced wildlife into settled areas and damaged critical habitat.

AWF acted swiftly, joining with other conservationists, tourism investors, and community members to publicly oppose

the project, obtaining a court injunction that put a stop to the detonation. The coalition also succeeded in raising international awareness about this key corridor, a historical elephant highway that helps uphold the integrity of the entire Amboseli ecosystem.

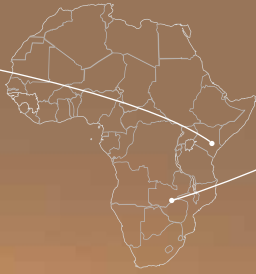


The continued blasting of a quarry would have resulted in permanent damage to a wildlife corridor in southern Kenya and harmed the livelihoods of communities who committed to participate in wildlife-based enterprises. AWF headed up the coalition that put a stop to the illegal excavation.

 Learn more about the coalition's activity at www.awf.org/quarry



Presence in the Park



When AWF began working in Lower Zambezi National Park, park rangers operated from temporary headquarters located some 80 kilometers away. From there, they were unable to actively monitor and protect park wildlife and other resources.

AWF, partnering with The Nature Conservancy, last year brought greater oversight to the park by building the head ranger a new house. This year AWF and The Conservancy constructed

a new headquarters, including offices for a staff of 15 wildlife rangers. An additional residence for park personnel stationed onsite is near completion. This work is part of a much larger project to make the park a fully operational and secure wildlife haven.





The Bonobos of Lomako

Found only on the left bank of the Congo River in the Democratic Republic of the Congo (DRC), the endangered bonobo is threatened by illegal activities like bushmeat hunting, deforestation, and habitat loss.

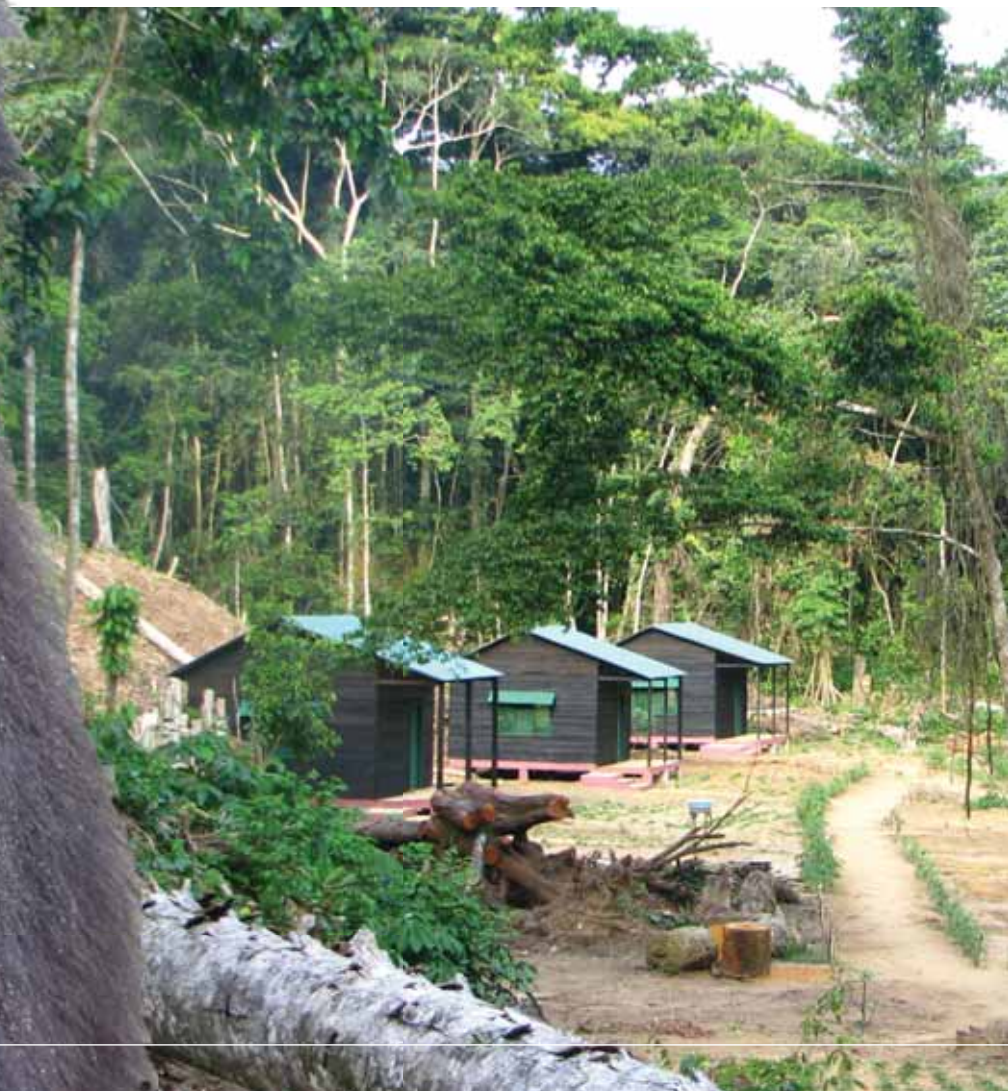
AWF—with support from the U.S. Agency for International Development through its Central African Regional Program for the Environment (CARPE)—is working to change that, and in the process is changing the course of the region's economic future.

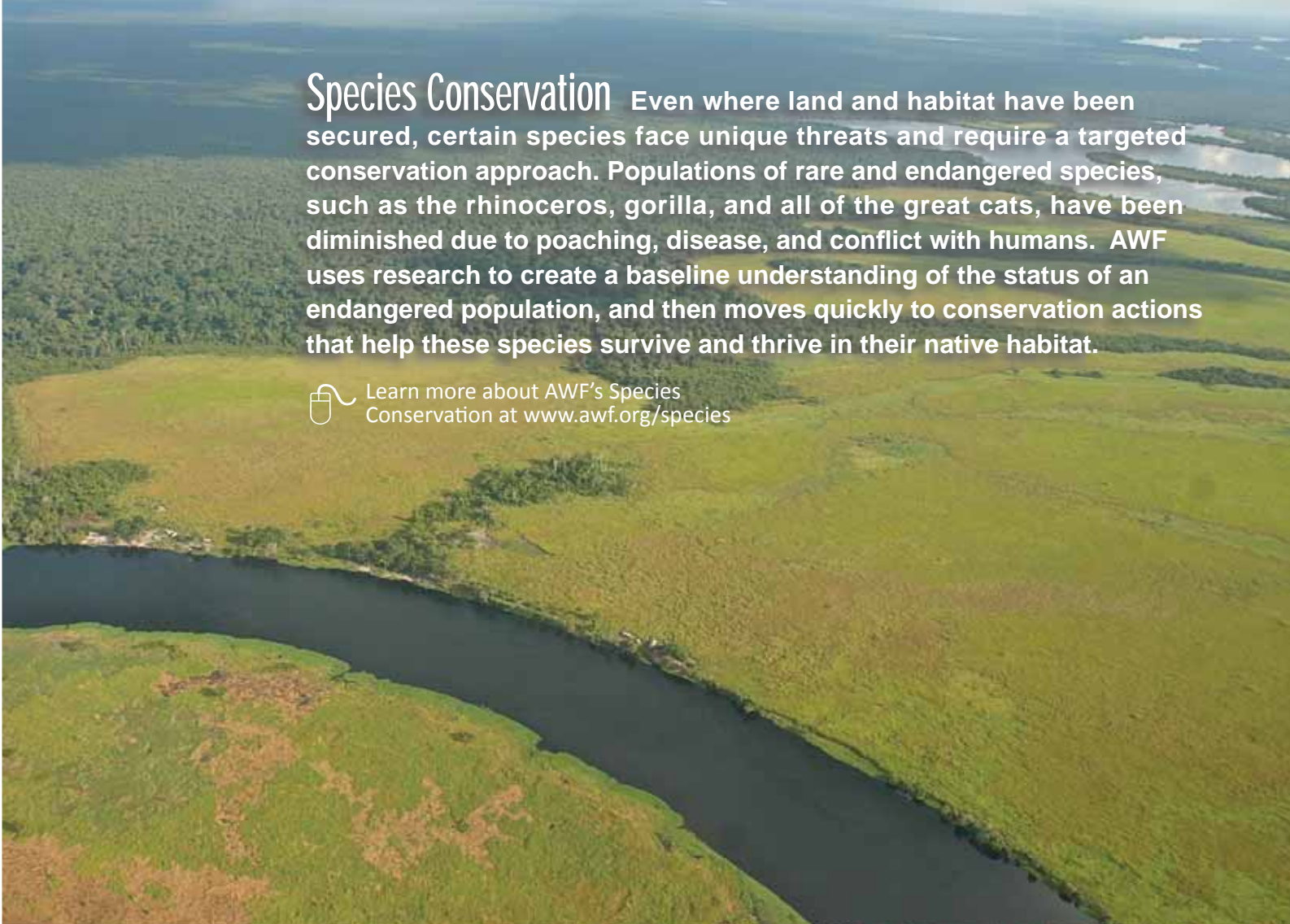
At the newly opened
Lomako Conservation

Science Center, AWF experts are habituating bonobos, studying the great ape's behaviors and habits, and working to bring world-renowned scientists to the Center, located in a protected reserve AWF helped create two years ago. The next step is to work with the communities of Lomako to plan low-volume, high-value tourism enterprises that give the pristine forests and the wildlife that inhabit them enduring value.




Watch a video on the Lomako Conservation Science Center at www.awf.org/lomako





Species Conservation Even where land and habitat have been secured, certain species face unique threats and require a targeted conservation approach. Populations of rare and endangered species, such as the rhinoceros, gorilla, and all of the great cats, have been diminished due to poaching, disease, and conflict with humans. AWF uses research to create a baseline understanding of the status of an endangered population, and then moves quickly to conservation actions that help these species survive and thrive in their native habitat.

 Learn more about AWF's Species Conservation at www.awf.org/species



Parc



In West Africa, a Giant's Comeback

In launching the Regional Parc W Heartland, generously funded by the Lundin Foundation and other partners, AWF is pleased to partner with the Association pour la Sauvegarde des Girafes du Niger (ASGN) and the Niger government to understand the conservation challenges faced by the West African giraffe and raise global awareness about this highly endangered ungulate.

Once ranging from Senegal to Chad, the West African giraffe today lives only in a small area in Niger. Over the past few decades, human populations have encroached increasingly upon areas where the giraffe lives, destroying natural vegetation as land is cleared for crop cultivation. This shrinking habitat, along with poaching and land desertification, has triggered a rapid decline in the giraffe population.

Conservationists, fortunately, have worked closely with villagers to manage the giraffe population, secure giraffe movement areas, and minimize human-giraffe conflict. On the brink of extinction just over a decade ago, with 50 individuals surviving, this giraffe subspecies is staging a comeback. The current census, being carried out by ASGN with AWF support, is expected to count 200 individuals—four times the population's size in 1996!



Help protect the West African giraffe at www.awf.org/helpgiraffe



Operation White Rhino

AWF, the Zambia Wildlife Authority, and other partners last year brought four new white rhinos—three females and a male—to Mosi Oa Tunya Park, marking a strong first step toward repopulating Zambia’s dwindling rhino population after all but one of the park’s other rhinos were shot and killed by poachers. The four rhinos have all settled into their new home. And thanks to the park’s AWF-supported rhino protection team, there has not been a single poaching attack or rhino casualty since the arrival of the new rhinos.

 Learn more about the rhinoceros at www.awf.org/rhinos



End of an Icon?

Long victims of habitat loss, illegal hunting, and a declining prey base, Africa’s lions are facing another deepening threat: the wrath of humans. Livestock owners angered by lions stalking their cattle are lacing carcasses and other bait with deadly chemicals or killing lions with other weapons. Unless this violent cycle ends, Africa’s most iconic great cat could disappear forever.

AWF is working across a number of African countries to ensure that this icon continues to exist. Under a specially funded program, in East and southern Africa, AWF works with local villagers to install special fencing that reinforces the thorn-bush enclosures in which livestock are held, keeping lions out and livestock safe. AWF is also studying lion behavior, educating communities about the habits of these great cats, and developing warning systems that alert people when lions are near.

 Check out AWF’s large carnivore research project at www.awf.org/lions



Conservation Enterprise AWF believes that Africa's wildlife and wild lands can only be truly secure when conservation operations have a sound financial basis, and when economic incentives exist for local people to help conserve natural systems. Over the past several years, AWF has worked with private sector partners to create cutting-edge examples of conservation tourism products that include equity holdings and other incentives for local people to conserve wildlife and its habitat. AWF is currently expanding our emphasis on agriculture, livestock, and fisheries as small businesses that support human needs while reducing reliance on the exploitation of wildlife resources.

 Learn more about AWF's range of Conservation Enterprises at www.awf.org/enterprise

Livesto



ck for

Livelihoods



AWF since its founding has worked side by side with pastoralist communities, in the process gaining extraordinary knowledge about the lands where these communities live and the wildlife sharing their 'backyards'. In a project that will bring new livelihood benefits to these valued partners, AWF launched the Livestock for Livelihoods Program in two of its Heartlands, which serves livestock owners who meet conservation goals such as grazing livestock away from rather than through elephant corridors and adhering to other sustainable practices.

Maasai Steppe Heartland. The Livestock for Livelihoods Program is unfolding on Manyara Ranch in Tanzania as part of AWF's large-landscape program to protect the wildlife corridor that connects Lake Manyara and Tarangire National Parks. Working with the ranch's management, AWF is helping local communities to realize better returns from livestock

raised in sustainable ways. Besides improving grazing, water management, breeding, and extension services, AWF with support from USAID and other partners is building an abattoir that will be available to local herders who use land sustainably and will provide such individuals with a direct link to buyers.

The program is expected to significantly boost local prices per head of cattle in an area with rich wildlife resources but few income-earning opportunities.

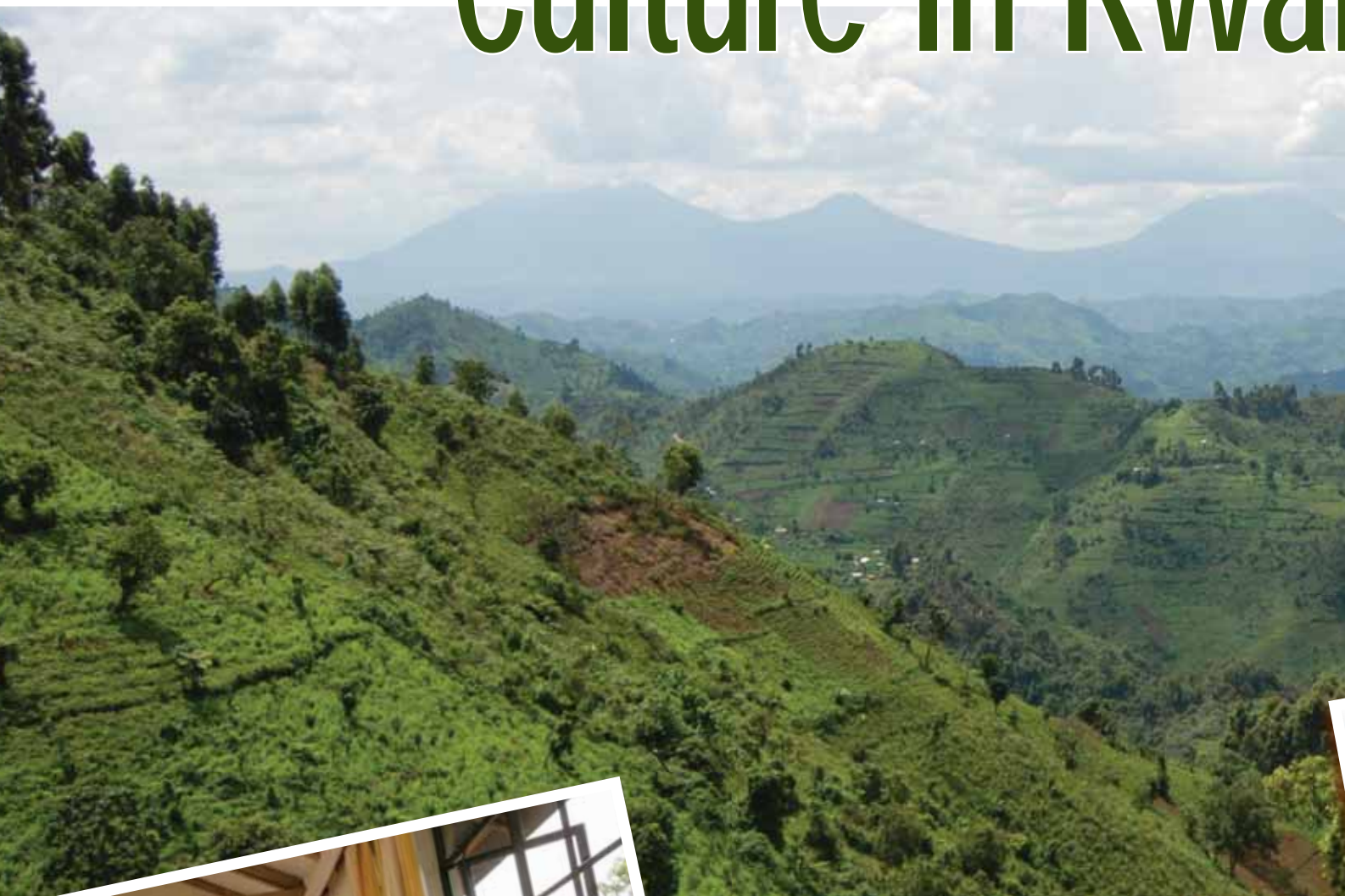
Samburu Heartland. With support from The Royal Netherlands Embassy, Kenya, AWF has also launched a Livestock for Livelihoods program in Kenya, introducing a revolving livestock fund in partnership with local pastoralists and The OI Pejeta Conservancy. The program is structured to guarantee market access for herders on the condition that they comply with good rearing and grazing practices that protect the land.

Just six months after the project's start, 350 head of cattle had been purchased through the fund, earning pastoralists \$167,000.



Read about the impact of AWF's Livestock for Livelihoods Program at www.awf.org/livestock

Enterprise in Uganda Culture in Rwanda



AWF conducts its works in the Virunga Heartland through the International Gorilla Conservation Program (IGCP), a coalition it co-founded with Fauna & Flora International and the World Wide Fund for Nature.

In 2009, AWF through IGCP worked with local communities to broker and finance a deal to open the world-class Clouds Mountain Gorilla Lodge in Uganda (left) and the unique Kinigi Cultural Center in Rwanda, community-driven enterprises that serve the unsung contributors to the gorilla's well being—the tourists who come from around the world to visit them.

nda, nda

Only about 700 mountain gorillas are found in two blocks of rainforest shared by Democratic Republic of the Congo, Rwanda, and Uganda. While perilously small, the mountain gorilla population has persevered thanks to the work of many dedicated conservationists and community partners.





In Support of Scholarship

AWF's 2008/09 Charlotte Conservation Fellows all make their home in southern Sudan, an area whose teeming wildlife populations are reputed to rival the Serengeti's, despite decades of civil war. Through its newest Fellows, AWF is helping this still-recovering region build the capacity it needs to protect its rich natural heritage.

Introduced in 1996 in memory of longtime conservationist Charlotte Kidder Ramsey, the Charlotte Conservation Fellowship program supports African nationals pursuing a master's degree or doctoral research in conservation-related fields.

Meet AWF's 2008/09 Charlotte Fellows...



Baya Philip Brown Ngere

"Southern Sudan is blessed with a great variety of wildlife, but we lack the capacity and skills for proper conservation management, and our wildlife has suffered."



Lona Nalurit Darius Gore

"The good news is that with sufficient funding, skilled personnel, and proper management practices, wildlife in southern Sudan can rebound quickly from the challenges of the past 20 years."



Paul Lado Demetry Jubek

"Numerous development projects are being done in southern Sudan without Environmental Impact Assessments, putting pressure on biological diversity. If we don't do something now, we will never see some species there again."



Under an emerging program with the Ministry of Environment in Namibia, AWF granted its first scholarship to Ndina Tate Imasiku, who is pursuing a Master's in Biodiversity Management and Research at the University of Namibia.

Education and Capacity Building AWF was founded on the belief that conservation efforts must ultimately rest in the hands of the people of Africa who with educational support will construct a viable platform to conserve the continent's wildlife heritage. Over the past decades, AWF has sponsored hundreds of young African conservationists to study wildlife management and to acquire higher degrees in conservation-related fields. Beyond formal education, AWF works to train local people and build the capacity of African institutions to protect and manage wildlife.



Learn more about AWF's Education and Capacity Building approaches at www.awf.org/capacity





Elephant Patrols



AWF founded the Hifadhi Network to give the elephants of the Kilimanjaro region the kind of protectors they need. Recruited from and stationed in the communities where the elephants have historically made their way, the scouts have all grown up knowing the habits of elephants and all the destructive ways pachyderms and humans can cross paths.

Now numbering 30 scouts from 12 Maasai communities, the Hifadhi Network in 2009 continued to conduct regular patrols to ward off poachers, record data on elephant movements, prevent human-elephant conflict, and alert wildlife authorities to illegal activities. National wildlife authorities have estimated that patrol activities by the Hifadhi scouts have reduced elephant poaching by as much as 60 percent in selected areas.



Learn about the importance of anti-poaching efforts at www.awf.org/hifadhi



Fishing for Life

Along the Congo River and its main tributaries, fishing is a primary source of food and protein; but because the region lacks modern processing equipment, storage facilities, and transportation options, a large percentage of fish hauls spoil before they can be eaten or sold.

To promote fishing as a nourishing and sustainable food alternative, AWF, with the WorldFish Center and with funding from the French Development Agency, is teaching communities along the river best fishing practices, supplying them with modern cutting equipment, and creating linkages that allow individual fisheries to achieve greater scale. In this way, AWF is giving communities an alternative to activities such as bushmeat hunting and slash-and-burn agriculture that deplete forests of both wildlife and timber.



Visit AWF's Congo Heartland at www.awf.org/congo



Conservation Policy AWF and its partners across the Heartlands can be successful only if relevant policies, laws, regulations, and financing mechanisms are supportive of conservation and related achievements. AWF works with individual African governments, park agencies, regional bodies, and international funding agencies to help develop and promote policies that create a robust environment for conservation and sustainable models of economic development. AWF has articulated a specific agenda, which is revisited each year, of the most essential policy positions that we urge governments to adopt to ensure that wildlife survives while contributing to a prosperous future for Africa.

 Support AWF's policy initiatives at www.awf.org/policy

Zambia Steps Up Its Game

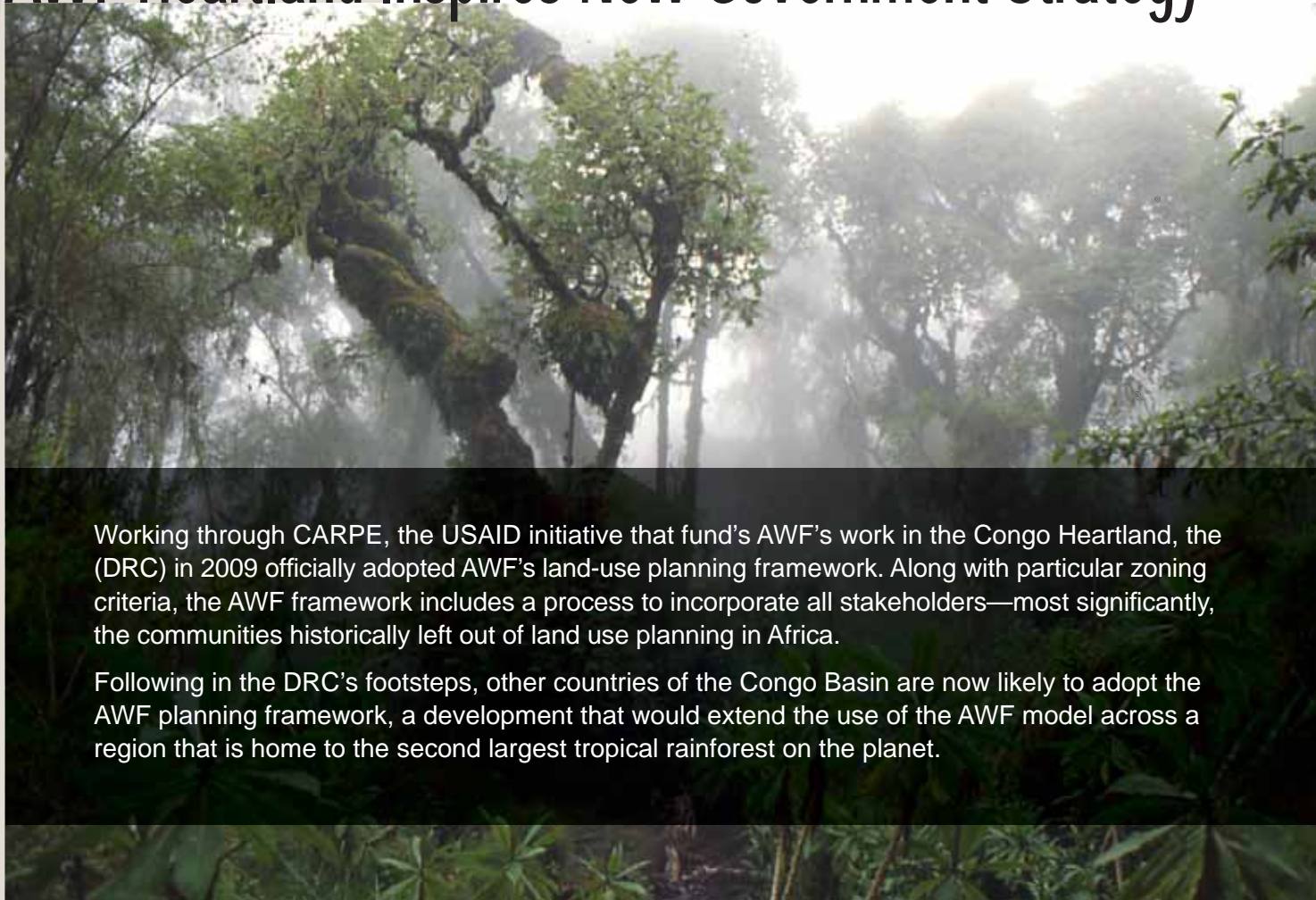
Who better to facilitate a meeting between Zambia, which is about to restructure its wildlife authority, and Kenya, home to AWF headquarters and a country that has already restructured its wildlife agency, achieving striking results? AWF facilitated the visit of a Zambian delegation to Kenya, led by the Minister for Environ-

ment, Tourism, and Mining, Catherine Namugala. The Zambian delegation met with senior officials from the Kenya Wildlife Service to discuss best practices in wildlife conservation. This bilateral exchange is strengthening best practices and conservation strategies in both countries.





AWF Heartland Inspires New Government Strategy



Working through CARPE, the USAID initiative that funds AWF's work in the Congo Heartland, the (DRC) in 2009 officially adopted AWF's land-use planning framework. Along with particular zoning criteria, the AWF framework includes a process to incorporate all stakeholders—most significantly, the communities historically left out of land use planning in Africa.

Following in the DRC's footsteps, other countries of the Congo Basin are now likely to adopt the AWF planning framework, a development that would extend the use of the AWF model across a region that is home to the second largest tropical rainforest on the planet.



African Union Partners with AWF

The African Union, an intergovernmental body of 52 African states formed to give the independent nations of Africa a single voice, invited AWF this past March to lead an extraordinary event that brought together African ambassadors, public representatives, and other members of the policy community to discuss “Conservation, Governance, and Economic Growth in Africa: The Way Forward.” In a panel moderated by AWF CEO Patrick Bergin, presenters highlighted conservation challenges and successes in their respective countries, discussed conservation's role in poverty reduction, and emphasized the importance of economic drivers that give people incentive to conserve wildlife and other natural resources in ways that benefit people.



Climma

Change

A Changing World

There is overwhelming evidence that the Earth's temperatures are rising, a phenomenon predicted to have dramatic and unpredictable consequences for climatic patterns and hydrological cycles in Africa and elsewhere. Africa's wealth of biodiversity is at risk but also could be the key to staying the effects of a warming planet.

Impact on Africa

Africa consumes a tiny fraction of the world's fossil fuels, yet is predicted to shoulder a disproportionate share of the negative impacts of climate change. AWF's Heartland Program strengthens ecosystems, helping to sequester carbon and enabling both people and natural systems to withstand and adapt to climatic shifts.

Climate Change

AWF Capacity

AWF with funding from the John D. and Catherine T. MacArthur Foundation and others, is developing a series of pilot projects aimed at designing climate change adaptation strategies, preventing deforestation, and integrating carbon, biodiversity, and livelihood targets. AWF is also working with our partners both on the policy front and at a landscape level to embrace the use of clean and efficient technologies.

AWF Action

AWF in 2009 appointed Kenyan Ecologist Isabella Masinde as Climate Change Advisor. A climate change specialist, Isabella was part of the delegation representing Kenya at the climate change talks in Copenhagen in December 2009.



Get a greater understanding of AWF's work to mitigate climate change in Africa at www.awf.org/climatechange

Another Year of Living Endangered

The United Nations declared 2009 Year of the Gorilla, launching a global campaign to raise awareness about the plight of the world's gorilla species. AWF joined the celebration, raising funds for and awareness about the mountain gorilla, a highly endangered great ape found in the Democratic Republic of the Congo, Rwanda, and Uganda.

Also in honor of the Year of the Gorilla, AWF dedicated its 2009–2010 16-month member calendar to this highly endangered great ape. Along with never-before seen photographs of mountain gorillas, the calendar featured fun facts about mountain gorillas and conservation efforts of the past three decades. The calendar was issued through AWF's Member Program, which serves 65,000 enthusiastic and dedicated supporters.

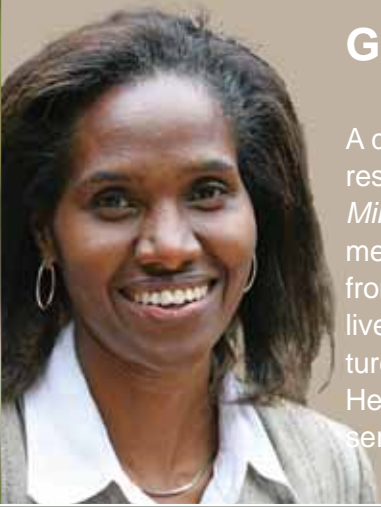
AWF also offered members:

- *African Wildlife News*, a photo-filled eight-page quarterly newsletter describing project outcomes in the African Heartlands
- Monthly newsletter highlighting updates from the Heartlands
- Online information such as blogs, social networking opportunities, and our content-rich website



Join AWF on facebook at www.facebook.com/africanwildlifefoundation





Gichohi in *Milking the Rhino*

A chronicle of increasing competition for resources between humankind and wildlife, *Milking the Rhino* is the first major documentary to explore wildlife conservation from the perspective of people who have lived alongside wildlife all their lives. A featured expert in the film, AWF President Dr. Helen Gichohi describes the shift in conservation in Africa from a command-and-

control to a community-driven model. The film also features two-time AWF Charlotte Fellow and top South African conservation official Dr. Hector Magome. After premiering in theaters in Africa, Europe, and the United States, *Milking the Rhino* aired on PBS in the U.S. this past spring.



See Helen in *Milking the Rhino* at www.awf.org/milkingtherhino

A View of the Bonobo

AWF in April hosted a free public lecture at the National Zoo in Washington, D.C., featuring Congo Heartland Director and Belgian primatologist Jef Dupain. During a month-long visit to the U.S., Jef gave a lively talk about the unique behavioral characteristics of bonobos, a rare great ape found only in the DRC, and AWF's efforts

to conserve these critically endangered primates. He also unveiled information about AWF's new bonobo research camp, located deep in the forests of the DRC.



Take a look at Jef's presentation at www.awf.org/bonobopresentation



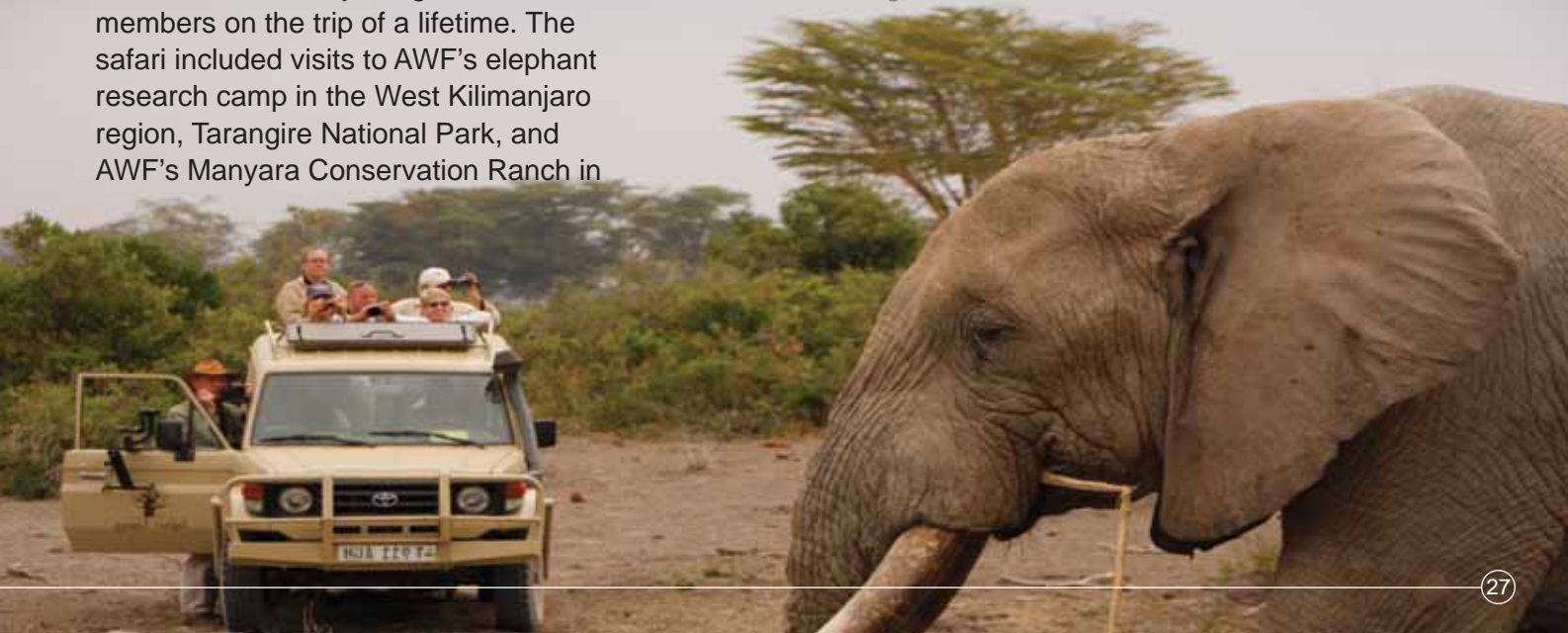
Trip of a Lifetime

AWF held a special membership safari sweepstakes in May, selecting from thousands of entrants winner Allan Jordan of Fort Bragg, California. A self-proclaimed 'regular retired guy,' Allan won an all-expense-paid spot on AWF's July Best of Tanzania Safari, joining a dozen other members on the trip of a lifetime. The safari included visits to AWF's elephant research camp in the West Kilimanjaro region, Tarangire National Park, and AWF's Manyara Conservation Ranch in

the Maasai Steppe Heartland. Travelers then proceeded to the Ngorongoro Crater and onwards to the spectacular Serengeti National Park.



Read about the safari in AWF's Summer 2009 *African Wildlife News* at www.awf.org/newsletters



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Board of Trustees in attendance during the 2009 annual Board meeting in Nairobi, Kenya.

What a Difference Five Years Makes

AWF in 2009 successfully concluded its *Campaign to Save Africa's Heartlands*, launched five years ago to bring conservation efforts to scale in Africa. Joined by individuals, foundations, corporations, international aid organizations, and public agencies, AWF through the Campaign raised more than \$100 million, effectively doubling its investment across the Heartlands.

These Campaign resources have translated into millions of acres of open lands secured for wildlife; hundreds of thousands

of dollars disbursed to communities running their own conservation enterprises; scores of species being protected directly and hundreds of others indirectly; and scholarships and other support flowing to students across Africa.

On behalf of the Board of Trustees and the entire AWF community, thank you for your generous contributions and steadfast commitment to the *Campaign to Save Africa's Heartlands*.



Q & A with Dennis Keller, AWF Board Chair

AWF this year wrapped up its five-year comprehensive *Campaign to Save Africa's Heartlands*. What does that signify to you as Board Chair?

This is an accomplishment everyone in the AWF community should be proud of. AWF members, trustees and major donors, staff and partners, and government leaders came together to mobilize over \$100 million in resources for conservation in Africa. This effectively doubled AWF's investment in Africa compared with the period just before the Campaign's start. That is a major step forward in our capacity and ability to ensure that Africa's unique wildlife will endure for centuries to come.

What are some of the impacts on the ground resulting from the Campaign?

There are many successes across the Heartlands, all of which I am taken with, so here I'll name a few standouts—the construction of the Lomako Conservation Science Center in the remote forests of Central Africa, the opening of Clouds Mountain Gorilla Lodge in Uganda, and

AWF's continuing lion conservation work, the list goes on... Of course, the launch of AWF's Regional Parc W Heartland would not have been possible without the Campaign.

What was the deciding factor for you in supporting AWF's move into West Africa?

The benefits to the people of the region. Through the Regional Parc W Heartland program, the people of West Africa will have greater capacity to enjoy the beauty of wildlife as well as improve their own livelihoods through its presence.

Will AWF launch additional Heartlands in the coming years?

AWF experts have identified many landscapes that need conservation support and could benefit from our program. I am hopeful that over time AWF will continue to reach out to more and more such areas, working with local partners and communities to ensure that Africa's wildlife will have the resources it needs and that people can enjoy it equally.

AWF deeply appreciates the support we receive. The following individuals and groups contributed \$1,000 or more to AWF in fiscal year 2009. We are grateful for every gift, each of which is an investment in Africa's future.

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The Baobab Society honors those individuals who support African Wildlife Foundation with annual gifts of \$1,000 to \$9,999. The baobab tree, a source of moisture, food, and shelter to the inhabitants of Africa's arid plains, is an apt symbol for those individuals who sustain AWF's conservation efforts.

"I discovered AWF while visiting Kenya in 1989. Their presence in Kenya was undeniable!! It is a very formidable organization that is doing the kind of charitable work (species preservation) that I wanted to support."

—**Bev Spector,**
Heartland Partner



Become a Baobab Society member at
www.awf.org/baobab

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AWF Receives 4-Star Rating 8 Years in a Row

AWF for the eighth year in a row earned the highest rating possible from Charity Navigator, the largest independent evaluator of charities in the United States.

“Only 1% of the charities we rate have received at least 8 consecutive 4-star evaluations, indicating that African Wildlife Foundation consistently executes its mission in a fiscally responsible way,” says Ken Berger, Charity Navigator’s President and CEO.



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The African Wildlife Foundation is pleased to honor members of the Kilimanjaro Society, a group of extraordinary supporters who have included AWF in their wills or in other estate or financial plans. Bequests and planned gifts provide for AWF's vital program work in perpetuity. Future generations of elephants, mountain gorillas, lions, rhinos and other precious creatures will become a living legacy to our members' farsighted generosity.

"AWF seems to be the best hope for success with its proven record, particularly as it involves Africans themselves in the conservation process."

—**Kenneth Kreinheder,**
Kilimanjaro Society member since 2000

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"The wildlife and people of Africa have had a part of my heart since I was a child. After contributing for many years, it brought me great pleasure to include AWF in my will. I know the dedication and integrity of AWF will outlast the decades and, through them, I can play a small part in saving the incredible species that are a part of us and our spirits and belong in our world."

—**Barbara Perry,**
Kilimanjaro Society member since 2009



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"The visit to the Sekute Community Development Trust Office provided me with a prime example of AWF at work—meeting the regional officials; the 18 newly graduated game scouts and the children who were benefiting from the program of "conservation easements for education", and the planning of the future wildlife corridors. This day provided clear examples of the transformational work done by AWF's staff in conjunction with the local people."

**—Fernanda Kellogg, President,
The Tiffany & Co. Foundation**



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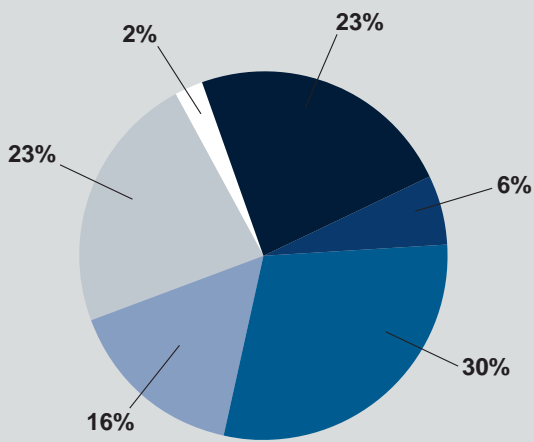
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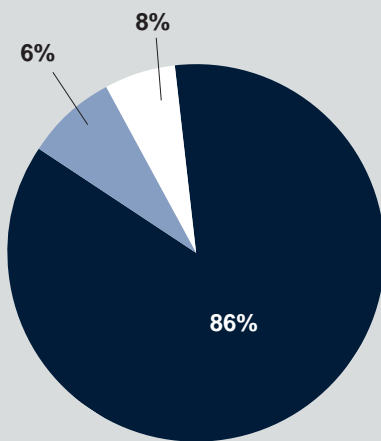


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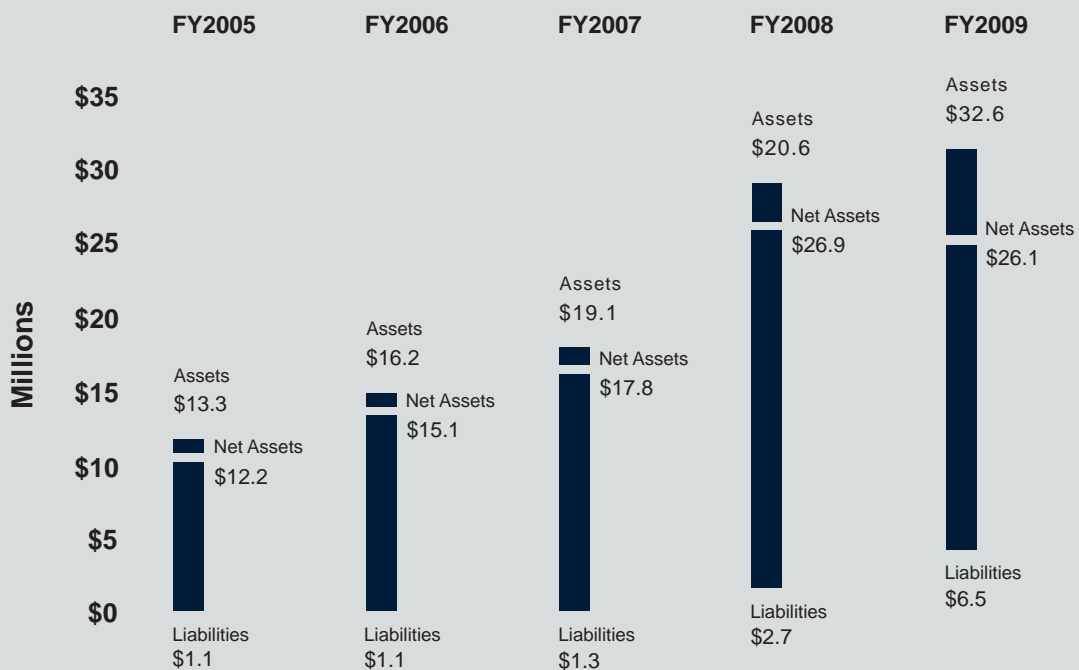
Individual	\$5,224,931
Legacy	\$1,360,424
Corporate and foundation	\$6,571,784
US Govt	\$3,516,946
Non-US public sector	\$5,065,609
Use of AWF reserves	\$502,498
Total	\$22,242,192

Operating Expenses



Fundraising	\$1,524,764
Administration	\$1,262,056
Program Services	\$17,395,456
Total	\$20,182,276

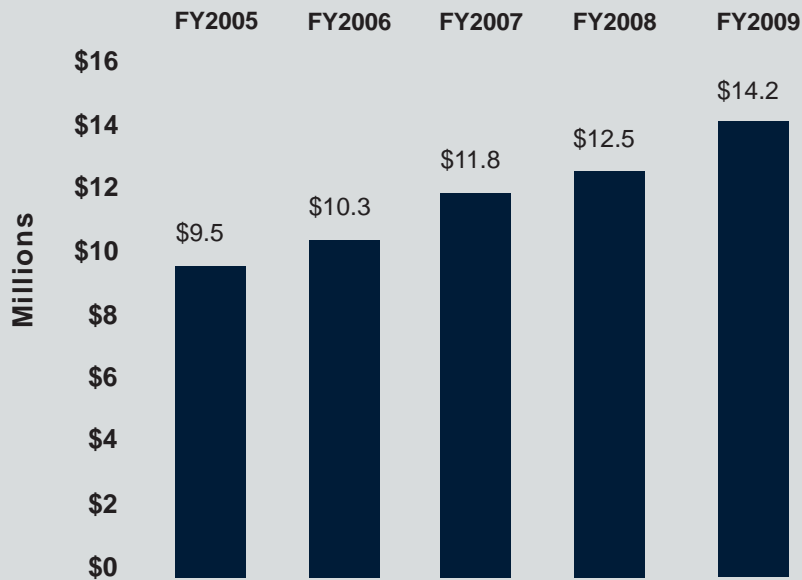
Growth in Financial Position



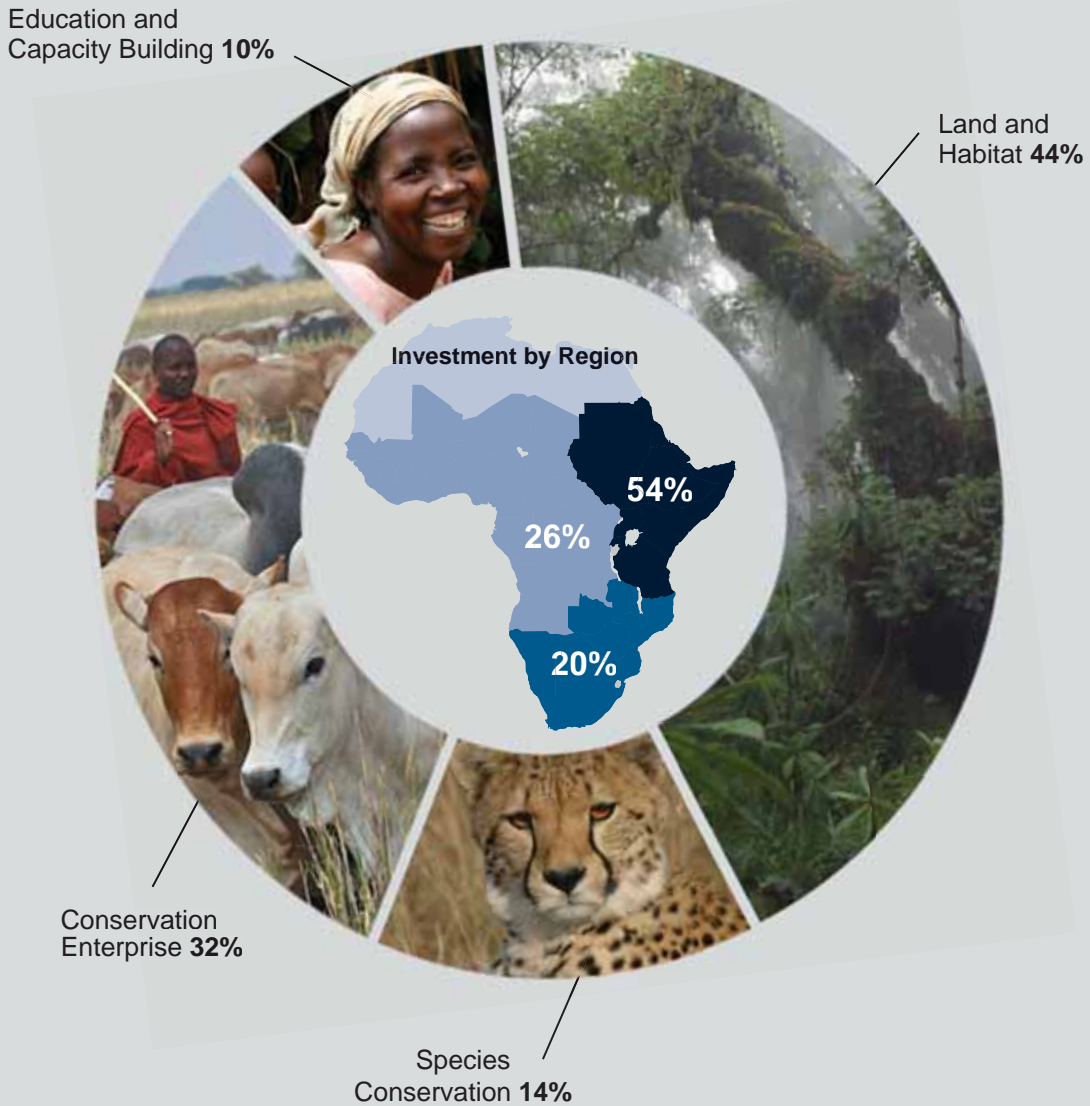
Note: All data is for the fiscal year ended June 30, 2009.

PERFORMANCE

Conservation Program Growth



Investment by Strategy



For a more complete analysis of AWF's financial performance including our 2009 audited statement visit www.awf.org/financials


AWF extends warm thanks to all the supporters and partners who contributed to our 2009 successes. AWF invites you to engage in additional ways to support AWF so we can further ensure Africa's wildlife and wild lands endure forever.

WAYS TO



Start With a Visit Online


AWF.org is designed to offer as much insight into our work as possible. Throughout this report we have highlighted specific areas online where visitors can go to learn more about a subject or story, and if they choose, support the related area.

 Visit www.awf.org for a solid knowledge base of our work. Visit often or sign up for our online monthly newsletter to stay on top AWF's work.

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