



Though reports last year unveiled declines in African elephant numbers, elephant populations remain strong in areas where AWF is working.

## Hope for elephants

Africa's elephants started the New Year on a positive note, with a decision by the Chinese government to ban its domestic ivory trade by the end of 2017. China announced in December that the commercial processing and sale of ivory would end by March 31, with all registered traders being phased out by the end of the year. Most conservationists believe that demand for ivory, including the legal domestic ivory trade in China, is a primary reason for the high levels of elephant poaching in Africa.

"We commend the decisive action by the Chinese government to ban the ivory trade," says AWF CEO Patrick Bergin.

## Making a Real Difference

*The most comprehensive data in nearly a decade revealed just how few African elephants remain—but also how AWF support may, in its own way, counteract those negative trends*

As any conservationist will tell you, in this line of work it's all about the trends. A pattern of positive data can lift hopes high, while the reverse can bring them crashing down.

So you might imagine the reactions in the second half of 2016 when a flurry of new information revealed some worrying trends for Africa's elephants. Look closely at the data, however, and you'll find pockets of good news—namely, in places where African Wildlife Foundation (AWF) is supporting efforts on the ground.

### Record-setting drop

But first, the bad news. It started with the Great Elephant Census—the first pan-African survey of elephants using standardized data collection and validation methods. The findings were staggering, counting just more than 350,000 elephants. With

comparable historical data available for 15 of the 18 countries surveyed, the census concluded that the elephant population had plummeted by 30 percent from 2007 to 2014.

This data was incorporated into another report, this time looking at African elephants across all 37 range states. The "African Elephant Status Report," published by IUCN at the end of September 2016, combined data from a variety of sources, including figures supplied by AWF.

The status report reinforced the findings of the Great Elephant Census: the worst declines in elephant populations in the past 25 years. The loss of an estimated 111,000 individuals since 2006 has brought the total population to around 415,000—until the report's release, most conservationists had been using a population estimate of 500,000 – 650,000 elephants.

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

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# A new logo and a renewed commitment



**W**e at African Wildlife Foundation (AWF) strive to be a bold, innovative organization. For example, at first hint of a wildlife trafficking crisis on the African continent a few years ago, AWF acted quickly to implement an emergency species grants program that would maximize the impact of your investment across the continent. Throughout our 55-year history, AWF has adjusted, adapted and evolved our approach to make sure we stay as fresh and unique as the continent on which we work.

The beloved string of elephants has been the visual representation of AWF since our founding, but it no longer encompasses the entirety of what we do. After all, over the past five-plus decades, we have initiated community livelihood projects, new enterprise efforts, a primary school program, protected area management and much, much more... all while continuing our landscape-level approach to conservation.

We need a logo as innovative as our approach. I am therefore thrilled to report that, as of Feb. 1, AWF now has a brand-new logo that incorporates both our remarkable history and our vision for the future. The new design deliberately preserves the integrity of the elephants that have shaped our identity for the past 50-some years. At the same time, the three-dimensional representation of this keystone species gives nod to our modern, multi-dimensional approach to conservation.



And just as AWF's logo has evolved, so has our mission statement:

*AWF's mission is to ensure wildlife and wild lands thrive in modern Africa.*

With this mission statement, AWF is embracing the place of wildlife and wild lands not in opposition to an economically developed Africa, but as a critical and inexorable element of Africa's vibrant future.

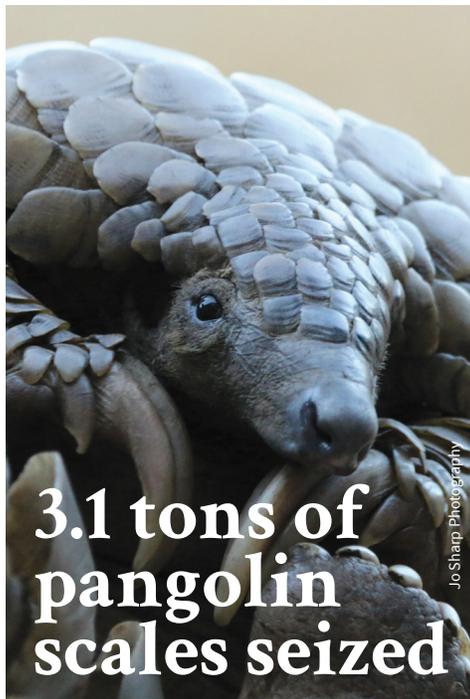
The Africa that we work in today is markedly different from the one of more than 50 years ago, when AWF first started. In some ways, the conservation challenges before us are more complicated. I am, however, more hopeful than ever about the future of Africa's wildlife and wild lands. In partnership with committed conservationists like you, AWF has always been able to tackle new challenges head on. Let us therefore take AWF's new logo as a declaration of our renewed commitment to the continent that you and I both love.

With heartfelt thanks,

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

*P.S. A wonderful way to declare your commitment to Africa's wildlife and wild lands is by becoming an AWF Kilimanjaro Society member and naming AWF in your will. I've been a Kilimanjaro Society member for many years myself and always feel like it's the best possible gift and legacy I can make for the future of Africa.*

# AWF Roundup



## 3.1 tons of pangolin scales seized

Jo Sharp Photography

Officials made the largest pangolin parts bust in China's history this past December. Authorities in Shanghai seized 3.1 tons of pangolin scales—estimated to have come from 5,000 to 7,500 wild animals. Smugglers had hidden the scales in a shipping container labeled as carrying timber from Nigeria. Officials have arrested three people in connection with the bust.

The seizure comes just months after pangolins received the highest possible level of protection under the Convention on International Trade in Endangered Species of Fauna and Flora (CITES). CITES is an international agreement regulating the trade in endangered species. Pangolins are in high demand in countries such as China and Vietnam, where consumers use their scales in traditional medicine and consider their meat a delicacy. In an effort to save the world's most-trafficked mammal from the threat of extinction, parties to CITES agreed to a total ban on all international trade in pangolins this past September.

Through its Canines for Conservation program, AWF has been doing its part to stem the trafficking of pangolin scales. AWF-trained detection dogs working at airports in East Africa have, on a number of occasions, detected pangolin scales that airline passengers were attempting to smuggle to Asia.

## In Kruger, a fall in rhino poaching

After several years of rampant poaching, South Africa's Kruger National Park—considered by many as ground zero in the fight against wildlife trafficking—saw a drop in rhino killings last year. From January through August 2016, rangers found the carcasses of 458 poached rhinos in the park. While still an alarmingly high number, it is a reduction of 18 percent compared to the same period in 2015, according to South Africa's Environmental Affairs Minister Edna Molewa.

Despite lower rhino poaching levels across the country, the provinces of Free State, KwaZulu-Natal and the Northern Cape have experienced elevated poaching lately. KwaZulu-Natal alone reported a loss of at least 159 rhinos to poaching over the course of 2016, up from 97 in 2015. As poachers change their tactics and locations, AWF is helping wildlife

authorities in South Africa keep up. With support from an AWF species protection grant, KwaZulu-Natal initiated a rapid response force to bolster rhino security throughout the province. The same grant also funded salaries for six new field rangers to patrol a poaching hotspot within Hluhluwe-iMfolozi Park. Over the course of only two months, the rangers arrested 74 suspected poachers and recovered 40 firearms.



Alison Langevad / www.alisonlangevad.com

**7,100** Number of cheetahs left in the wild, according to a new study.

AWF supports key cheetah populations through Species Protection Grants to the Mara Lion and Cheetah Project in Kenya and the Ruaha Carnivore Project in Tanzania.

## Enriching science class

When teachers at the Classroom Africa-supported Lupani Primary School highlighted science as challenging, AWF and local partner Sifunda arranged trainings to change that. The trainings used locally available supplies in practical, hands-on lessons. With topics like electrical conductivity and seed growth, the teachers are sure to get students engaged in science!

## Lower Zambezi gets AWF attention

A few years ago, AWF identified the Lower Zambezi Valley in Southern Africa as one of its top 10 landscapes in need of conservation assistance. As part of this effort, AWF contributed toward a base camp that two local NGOs established at the Nyakasikana Gate in Zimbabwe's Mana Pools National Park. The base camp houses up to 40 rangers, who will form the main anti-poaching reaction unit for the Lower Zambezi Valley—critical in an area that has a significant elephant population but also threats from poaching. AWF has also placed a technical advisor, an experienced wildlife ranger from the Zimbabwe Parks and Wildlife Management Authority, to help AWF better partner with the wildlife authority.



AWF

# An Asset Worth Protecting

*With your support, AWF is securing Campo Ma'an National Park for chimps, gorillas, elephants and, potentially, tourists*

**W**ith its accessibility from Yaoundé and Douala—Cameroon's capital city and largest city, respectively—not to mention its proximity to white-sand beaches, Campo Ma'an National Park boasts untapped tourism potential. The forested park, located in southern Cameroon, is home to a variety of species, including the forest elephant, pangolin and leopard. It is also among the few places in Africa where gorillas and chimpanzees coexist—an alluring characteristic for wildlife enthusiasts. Not only contributing to the park's revenues, tourism growth would highlight Campo Ma'an's unique value, giving the government, corporations and other organizations a tangible reason to support the park's conservation.

Nearby development spells both potential, and danger, for future tourism here. A deep-sea port and hydroelectric dam under construction could mean new infrastructure that would aid tourism. But they also signify greater human activity. In fact, human population growth near Campo Ma'an has already led to a spike in poaching and illegal wildlife trafficking.

Though the authority responsible for managing Campo Ma'an was aware of the emerging threats, it wasn't able to address them until recently. Like many wildlife authorities in Africa, limited resources meant the park's Conservation Service could not adequately cover the 2,640-sq.-km park, let alone the larger ecosystem that encompasses the park and its wildlife, an area of about 7,700 sq. km.

That all changed under AWF's Species Protection Grants (SPG) program. The SPG program channels funding and technical and capacity-building assistance to protect Africa's most vulnerable wildlife populations. It is made possible with donations from AWF supporters like you.

Through its SPG assistance, AWF provided the Conservation Service with much-needed and more advanced ecological monitoring equipment and training. It allowed the Conservation Service to begin using CyberTracker and the Spatial Monitoring and Analysis Tool (or SMART) on patrol, tools that allow rangers to collect data on smartphones in the field and rapidly analyze that data.

## Setting priorities

To pilot the new monitoring system, the Conservation Service targeted a 650-sq.-km section of the park where AWF support made increased patrols possible. Between January 2015 and August 2016, rangers recorded wildlife sightings and indicators such as elephant dung and primate nests to help the wildlife authority get a better understanding of species abundance in the project area. Finally, rangers managed to seize 200 kg of bush meat, six firearms and 156 bullets on their patrols. They also removed 544 traps and snares, and dismantled 59 poaching camps.

The more consistent patrolling enabled the Conservation Service to establish a greater presence within the reserve. At the same time, the information collected on patrols helped create a monitoring database. Similar to what we did in Cameroon's Dja Faunal Reserve (see "A Targeted Plan" in the Fall 2016 issue), AWF's geographic information systems (or GIS) team then used this data to map out the locations of wildlife and threats in the park—showing high-risk areas most in need of concentrated anti-poaching efforts.

AWF and the Conservation Service are working to ensure that this knowledge supports the park in the long term. "By giving AWF and the Conservation Service the information we need to create effective strategies for

managing the park and developing tourism here, this project will make a real, lasting impact," explains Jef Dupain, AWF's technical director for Central and West Africa.

Thanks to your generous support, the Conservation Service at Campo Ma'an National Park has fortified its monitoring and anti-poaching capacity—bringing the park one step closer to realizing its tourism potential. Though Campo Ma'an is still a long way from becoming a tourism destination, the steps being taken now are helping the Conservation Service to bolster the argument that the park is an asset worth protecting—while also countering some of the threats arising from the area's industrial development. —*Micaela Samodelov* ■



You are helping to strengthen anti-poaching and ecological monitoring in an important park in Cameroon.

# Doubling Down on Wildlife Crime

The advocacy efforts of AWF and other conservation groups has led to action on wildlife trafficking by the U.S. government.

Hannah Wilber

*The United States, one of the world's biggest markets for ivory, has worked hard to clean up its own house—with a little help from AWF and other groups*

**W**ildlife traffickers beware: Governments around the world are increasingly taking action to curb this illicit industry. And the United States, one of the largest demand markets for ivory and other illegal wildlife products, has been at the forefront of this movement. This is in part due to mounting pressure from AWF and other conservation organizations.

Whether providing technical expertise on strategy, financially supporting initiatives such as the U.S. ivory burn or helping supporters urge their elected officials to take action, AWF has been working tirelessly to keep the pressure on. These efforts are really starting to pay off.

## A priority issue

Former President Obama took a critical first step in 2013 with an executive order creating a task force to combat wildlife trafficking. AWF CEO Patrick Bergin became one of eight members to sit on the Advisory Council on Wildlife Trafficking, which advised the task force. In 2015, the task force released its National Strategy for Combating Wildlife Trafficking.

Knowing there was still more that could be done to curb wildlife trafficking, a couple of the Advisory Council members subsequently established the U.S. Wildlife Trafficking Alliance. This voluntary coalition, of which AWF was a founding member, brings together non-profit and corporate entities that can work closely with government to curb demand for illegally wildlife products.

Industry leaders such as eBay, Google, JetBlue and Tiffany & Co. have since signed on to the alliance.

“These companies are in industries that often enable wildlife trafficking—by inadvertently providing an online marketplace for or glamorizing illegal wildlife products, for example. Having industry leaders with tremendous influence over consumer behavior take a stance against wildlife trafficking is a pivotal step in combating this issue,” observed AWF’s Bergin.

## New legislation will foster a collaborative, interagency approach to disrupting regional and global networks of wildlife traffickers

At the same time, U.S. government efforts have continued, both unilaterally and in collaboration with other governments. In September 2015, President Obama and Chinese President Xi Jinping agreed to collaboratively end the domestic ivory trade in their respective countries. This past June, the U.S. Fish and Wildlife Service made good on the American side of that agreement, finalizing new regulations that amount to a near-total ban of interstate ivory trade.

## Reaching across the aisle

As 2016 drew to a close, the U.S. Congress also did its share to protect wildlife, passing the Eliminate, Neutralize, and Disrupt (END) Wildlife Trafficking Act into law.

The bipartisan legislation was introduced in December 2015. Through an online AWF advocacy effort, nearly 30,000 AWF supporters wrote to their senators, asking them to support the bill. The legislation was unanimously passed by the Senate and then the House in September of 2016. The END Act was officially signed into law in early October.

The new legislation will foster a collaborative, interagency approach to disrupting regional and global networks of wildlife traffickers, authorizing federal agencies to assist countries battling poaching. U.S. support can include helping to develop strategic anti-poaching plans, strengthening law enforcement, and providing specialized training and technical assistance.

“The passage of the END Act comes at a time when there is intensified resolve by the global community to stem the scourge of poaching and illicit trafficking of wildlife products,” said Jimmiel Mandima, AWF’s director of U.S. government relations. “I congratulate Congress for taking a bold step and hope this level of commitment and vigor will persist in the fight against poaching and trafficking.” As we have before, AWF will keep working to ensure that’s exactly what happens. —Hannah Wilber ■

Continued from page 1

“The results of the IUCN report are nothing short of eye-opening,” says Philip Muruthi, AWF’s vice president for species protection. “Data this comprehensive has not been produced since the last status report nearly a decade ago. Seeing the real scope of elephant decline in such detail—it came as a big surprise to many people.”

The report noted that poaching for the ivory trade is the leading cause of this record-setting loss. Even in Southern Africa, a region that had largely been spared the worst of the poaching crisis, the threat is escalating. Mozambique suffered a 25 percent population decline, while Zimbabwe lost a total of 10,000 elephants from two of its main populations—proof that poachers are turning their sights on the continent’s

biggest elephant strongholds. (In an exciting turn of events, however, China—one of the largest demand markets for poached ivory—announced it will end its ivory trade this year. See “Hope for elephants” on the cover to learn more.)

### Some encouraging data

The continental herd may be in sharp decline, but elephant populations in areas supported by AWF’s Species Protection Grants (SPG) program—which provide funding and, in some cases, technical assistance to partners on the ground—tell a different story.

With your help, AWF is protecting elephants across 14 different sites in Africa. These populations represent an estimated 220,000 individuals—more than half of the 415,000 that remain. Of these 14 sites, 10 have elephant populations that are either stable or increasing.

“When you’re thinking about the species grants, you have to think long term,” says AWF’s Muruthi. “The role of these grants is to stop a pattern of decline—to secure essential habitat in an area and protect those elephants that remain. If you succeed, the pattern will reverse. Full recovery will take time, especially in areas hit hardest by poaching. But by looking at the trends, you can see where you are starting to have an impact.”

The Ruaha landscape in southern Tanzania is one area where the positive effects of SPG support are evident. Until recently, southern Tanzania had boasted the largest elephant population in East Africa. The IUCN status report, however, noted that the 50 percent drop in East African

elephants could largely be attributed to a 60 percent decline in Tanzania’s elephant population. Yet Ruaha’s elephant population remains stable. AWF began supporting this population in 2014, providing a \$200,000 grant to partners on the ground to strengthen the management of wildlife areas outside of Ruaha National Park. Increased aerial surveillance, improved law enforcement and enhanced capacity for population monitoring have triggered an increase in arrests of suspected poachers and confiscation of weapons. Overall

The report may have opened the world’s eyes to just how much work needs to be done

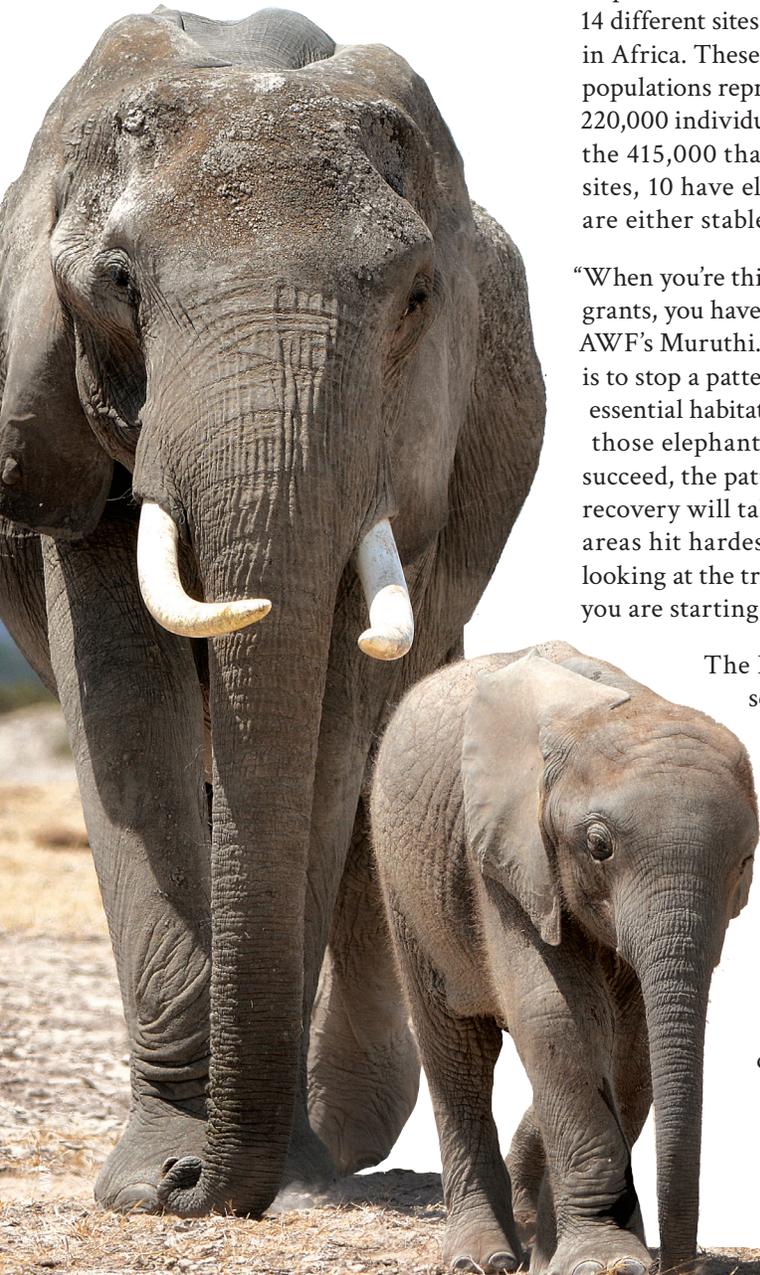
poaching in the area has also reportedly begun to decline.

Meanwhile, in northern Tanzania’s Maasai Steppe landscape, elephants travel

along a wildlife corridor that spans between Tarangire National Park and Lake Manyara National Park. Here, AWF has partnered with Honeyguide Foundation to conduct regular anti-poaching patrols at Manyara Ranch, the AWF-operated conservancy that sits between the two parks. SPG funds have been used to establish an anti-poaching center of excellence at Manyara Ranch. Continued AWF support has allowed Honeyguide to add a second poacher-tracking canine unit to its team and to establish a network of community informants willing to provide critical intelligence about planned or completed poaching activities. Now, the elephant population in Maasai Steppe is actually on the rise.

Positive population trends aren’t restricted to Tanzania alone. AWF landscapes with growing elephant numbers can be found in Benin, Kenya, Zambia and Namibia. “As scientists, we’re often hesitant to say any one particular thing caused another particular thing,” admits Muruthi. “But, when you look at the areas where elephant numbers are growing, and you see how these overlap with species grant sites, you can certainly see a positive relationship. It is safe to say we are making a real difference here.” —Hannah Wilber ■

AWF is protecting elephants across 14 different sites in Africa.



# A Win–Win for Wildlife and People Alike

*For one Pennsylvania woman with multiple interests, naming AWF in her will allows her to express her passion for protecting great apes and helping people*



A chance interaction with a gorilla in a zoo showed AWF legacy donor Sandra Rosencrans just how important it was to protect great apes in the wild.

Uryadnikov Sergey

If variety is the spice of life, Sandra Rosencrans has packed several lifetimes' worth of flavor into her 79 years. To start, she has two degrees: one in radio and television arts with a minor in theatre arts, and the other in human services. She has also been a movie producer's assistant, an ad copywriter, a TV voiceover actress, an officer for the U.S. Army, the chief of public affairs for the Mid-Atlantic Region of the Environmental Protection Agency, a bed and breakfast proprietor, an ESL tutor and even a professional stencil artist! She also served 13 years as the Mid-Atlantic Associate Regional Director of the National Park Service.

Through it all, a constant theme for "Pennsylvania's Outstanding Young Woman of 1970" has been her lifelong love of animals. Sandra first introduction to animals was with the family's dogs. But when she received a plush monkey as a gift at the age of 5, her interest broadened to Africa and its magnificent wildlife.

## Transformational moment

Perhaps Sandra's most transformational moment—which solidified her passion for Africa—came during a visit to Florida's Dade County Zoo when she was 25. The zoo's gorilla exhibit included a "cave" that both gorillas and visitors could access, divided by a pane of Plexiglas. Sandra wandered into the cave at the same time as a huge western lowland gorilla. He walked toward her and put his hand up to the glass. Sandra did the same. They looked at each other for a few minutes. The gorilla then sat down on a bench that spanned either side of the glass. She followed suit on her side. He put his other hand up to the glass and waited to see if she would do the same. Sandra realized they were having a conversation of sorts.

"It was a life-changing experience. I could see that he was intelligent, curious and visibly reaching out to me," Sandra recalls. "I had always thought that gorillas and other primates were sentient beings, but this was the first time I had an actual experience that proved it. From that moment on, I became even more passionate about all things African: the fauna, the flora *and* the people."

Sandra's love of primates continues to this day. She supports several primate organizations and volunteers her time, giving talks to children that explain the differences between apes and monkeys—accompanied by a collection of life-like stuffed toys. She assures kids that, unlike their portrayal on television and in movies, gorillas are gentle creatures, not to be feared.

Sandra has supported AWF for more than 30 years and credits some of AWF's publications with strengthening her interest in all aspects of AWF's work. "When those pieces arrive in the mail, I stop whatever I'm doing to read them. They were a turning point in my involvement with AWF, because they make me feel like I am hearing from a friend about his firsthand experiences and observations. For someone who has never been to Africa, it's the next best thing."

Sandra adds, "I have learned about how wildlife can bring economic success to a village. People and wildlife do not have to be mutually exclusive. It is exciting to think that in supporting and equipping local rangers, AWF has helped change the mindsets of people who disliked wildlife into conservation allies!"

Sandra has also become an AWF Kilimanjaro Society member, by including AWF in her will. She explains, "In my will, I can zero in on the things that are specific to my personal interests. I have been asked why I am leaving a gift to a wildlife organization and not to an organization that helps people. But I would counter that by saying that AWF is not just helping wildlife, but also helping people to live sustainably and in harmony with wildlife. It really is a win-win!" —*Jessica Lindenfelser* ■



You, too, can become an AWF Kilimanjaro Society member and create a legacy for Africa's wildlife and people. Call toll-free at +1 888 494 5354, +1 202 939 3333 or visit [www.awf.planmylegacy.org](http://www.awf.planmylegacy.org) for more information.

## Wildlife WATCH *African penguin*

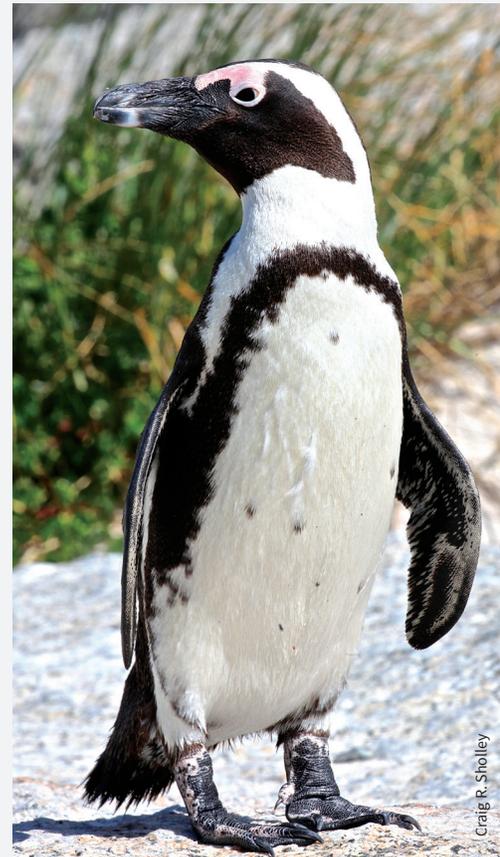
For most birders, Africa's "must-see" list might include the ostrich, various vulture and bee-eater species, a wattled crane and the notoriously colorful lilac-breasted roller. But the penguin?

Indeed, this continent boasts its own penguin species—the African penguin—which inhabits Southern African waters. In addition to its distinctive, braying vocalizations—which earned the species its oh-so-flattering nickname, the jackass penguin—this bird can be identified by a long, black stripe across its chest and back, and spotting on its white breast and belly. Each penguin has its own unique spot pattern, much like zebra stripes or human fingerprints. Like its penguin brethren, the African penguin is a diminutive creature, reaching up to 28 inches tall as adults and weighing between 4 and 11 pounds.

This marine bird normally remains within 40 km of the coast, coming ashore to breed, molt and rest. They sometimes swim farther from their breeding sites in search of food, which

typically includes sardines, anchovies and other small schooling fish.

These days, this expert swimmer may be swimming farther than usual. That's because the African penguin population has declined rapidly in recent decades, largely because of food shortages resulting from commercial fishing. Other threats include collection of eggs and guano (which the birds use to make their nests), accidental capture in fishing nets and oil spills. With the African penguin's entire habitat located near existing or planned ports, the remaining 50,000 birds are at risk. Many of Africa's wildlife species find themselves in a similar position, facing escalating threats from large-scale development. AWF has partnered with governments across the continent to ensure that economic growth benefits both Africa's people and its wildlife. In early December, AWF signed an MOU with the African Union Commission to advise member states on conservation-friendly economic development. —Micaela Samodelov



Craig R. Sholley

## What's New ONLINE

### Article

## Great ape work with smartphones

Nearly half of Africa's 64 primate species are threatened by extinction—ensuring these species' survival will require a unique set of tools.

That's why AWF's director of conservation geography headed to Japan last December, introducing 16 African students to cutting-edge software for field data collection and analysis using a GPS-enabled smartphone. Now, protection efforts for great apes like chimpanzees and gorillas are being taken to the next level, thanks to the new capabilities this training provided.

See how these tools work:  
[www.awf.org/ApeProtection](http://www.awf.org/ApeProtection)

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### Article

## Power of photography

There is nothing quite like the power of photography: One shot can so aptly capture a moment that it allows even those who have never been to Africa to understand its natural splendor, and be compelled to act for its protection. For this reason, AWF is a proud sponsor of the "African Wildlife" category in the Nature's Best Photography Windland Smith Rice International Awards competition. And, from now until September 2017, you can view this year's winning images at the Smithsonian's National Museum of Natural History in Washington, D.C.

Learn more about the competition: [www.awf.org/NaturesBestPhoto](http://www.awf.org/NaturesBestPhoto)



Felipe Foncueva / NBP Awards 2016

### Quiz



## Discover your cheetah IQ

According to a recent study, the world's fastest land mammal is headed toward extinction, with just 7,100 cheetahs remaining in the wild. But how much do you know about these big cats? To raise awareness about the state of cheetah survival, AWF created a five-question quiz to help you test your knowledge.

Find out how much you know:  
[www.awf.org/CheetahIQ](http://www.awf.org/CheetahIQ)