

# 2011

Securing Wildlife's Future in a Changing Africa



AFRICAN WILDLIFE FOUNDATION®



**T**oday's Africa is an increasingly modern and rapidly developing continent, characterized by rising wealth, expanding infrastructure, and new technology gains.

With a more developed Africa come new challenges—and new opportunities for the African Wildlife Foundation (AWF) and our partners to make even more of a difference in conserving Africa's unsurpassed wildlife and wild lands.

To best address the impacts of rising human population growth and climate change, AWF employs a pan-African approach in our work. Continent-wide, we focus our efforts where intervention is most needed and will make the greatest impact—with the ultimate goal of ensuring that Africa's wildlife and wild lands will endure forever.

# NEW OPPORTUNITIES...

## MAURITANIA

Mauritania lost over 2% of its forest cover per year between 1990 and 2010, totaling 41.7% in two decades.

## TUNISIA

Tunisia's wetlands are important nesting sites for many globally endangered birds—but these wetlands have shrunk by 28% in the last 100 years.

## NIGERIA

In Nigeria, an area larger than the state of Rhode Island—about 865,000 acres—is lost every year to the encroaching Sahara desert.

## CHAD

Lake Chad was once one of the largest freshwater bodies in Africa, but due to irrigation demands, it is now 1/20 the size it was 40 years ago.

## LIBERIA

Liberia's rainforests make up the largest remaining blocks of the threatened Upper Guinean Forest Ecosystem.

## DEMOCRATIC REPUBLIC OF CONGO (DRC)

The DRC contains the largest tropical rainforest in Africa, with 45% of the country covered in primary, or old growth, forest.

## SOUTH SUDAN

The new nation of South Sudan hosts some of Africa's biggest wildlife herds and the world's 2nd largest land migration.

## KENYA

12% of land in Kenya is currently under some form of protection for its wildlife value.

## NAMIBIA

The largest remaining cheetah population lives in Namibia, home to about 3,000 individuals.

## ZIMBABWE

Because its available habitat can only support 40,000 elephants, Zimbabwe is trying to relocate some of its 100,000 elephants to other countries.

## SOUTH AFRICA

At least 1 rhino was poached every day in South Africa during 2011 (total 443), up by more than 70% from 2009.

There are many countries in Africa that have magnificent wildlife resources. AWF is keeping a close eye on these ecosystems to ensure that we can take action when necessary.

# ...and a New Way Forward

*By Patrick Bergin, chief executive officer*

After five decades of moving conservation forward in Africa, topped off by a whirlwind 50th Anniversary year in 2011, some might think AWF is due a rest. But I think we're just getting started.

Our future surely builds on the past, but the next 50 years are likely to look very different from the last 50, for AWF and for Africa.

Supporting AWF has always been a unique value proposition, thanks to the principles that fuel our conservation work:

### **We maintain a singular focus on Africa.**

Among conservation organizations, AWF occupies a unique continental niche as a guardian and advocate for all of Africa's wildlife and wild lands.

**We focus on people.** The threats and conflicts facing wildlife come from their living alongside humans, and it is only by engaging with people that these issues can be addressed and solved. That's why AWF incorporates education and economics into our overall conservation strategy.

**We prioritize those special places** where wildlife exists on a scale that, if consolidated into landscapes that are both ecologically and economically viable, will support wildlife and people in perpetuity. This is our Heartland approach, which we've been applying, to great effect, since 1997.

### **Looking Ahead**

As many observers of Africa have noted, the continent has reached a tipping point and is now speeding toward development and economic modernization. The tools we've developed and experiences we've had in our work across nine Heartlands have positioned us to scale up and have an impact in even more of Africa's most important places.

In the past year, AWF has identified 30 priority landscapes across the continent where we believe our efforts will make the greatest conservation gains. These are exciting opportunities for AWF, and we are looking carefully into the needs of each of these potential landscapes. Whether we will become involved in all of them, and to what extent, remains a matter of funding, expertise, and resources. But these 30 potential Heartlands give us an innovative framework from which to pursue our work in the coming years, and AWF's conservation strategy for the future will be built upon this foundation. In particular, AWF will pursue a few key areas:

**Wildlife alongside development.** Can Africa's wildlife and people coexist? They must. As we take the lessons of the last decade and expand them to more of Africa's remaining great wildlife landscapes, the coexistence between wildlife and people will take on many different shapes. AWF will become much more than the sum of the Heartlands we are working in at any given time. AWF will instead advocate the idea of large, thriving wildlife landscapes coexisting with modernizing economies throughout Africa.

### **The power of impact investing.**

Conservation enterprises established by AWF are now generating more than US\$2.5 million a year for many communities in our Heartlands. Going forward, we intend to expand the scope of our enterprise work. Our new subsidiary impact investing company, African Wildlife Capital, will harness the value and potential of responsible private sector companies in Africa that have promising business models and that reinforce our mission (see pp. 22–23).

### **Global support for African wildlife.**

In addition to growing in our traditional areas of support, AWF will be reaching out to educate and involve populations and partners in other parts of the world. We aim to increase our support network in Asia, for example, either through relationships with AWF supporters or with conservation organizations there that have a good link with our mission (see p. 42). Africa's challenges, after all, are the world's challenges—and the more we engage other parts of this interconnected world in addressing Africa's challenges, the better our chances are of finding smart, long-lasting solutions.

The conservation challenges we face in Africa are not easy to resolve—but, I am confident, neither are they insurmountable. While our organization may have hit "middle age" by some people's definitions, AWF is definitely not settling down. Here's to the next 50 years of conservation opportunities—and successful conservation achievements—in Africa. 🐘

# Our Pillars

AWF's holistic approach to conservation integrates four key areas of focus. Referred to as our pillars, these programmatic areas allow AWF to achieve conservation results where not only wildlife, but also people and ecosystems, thrive:

**Land and Habitat.** Wildlife needs room to roam, even beyond the officially protected areas that have been set aside for it. Through zoning and careful land-use planning, we can conserve land for wildlife while investing in infrastructure and sustainable development for people.

**Conservation Science.** Applied species research allows AWF to make conservation decisions based on solid science. Knowledge of the movements and behavior of elephants, lions, and other species informs our strategy for land conservation.

**Conservation Enterprise.** For conservation to be sustainable, communities must see wildlife as a boon, rather than a burden, to their livelihoods. By linking conservation to livelihood improvements, AWF incentivizes local communities to protect wildlife and habitat.

**Capacity Building.** Africa's greatest resource is its people. AWF therefore invests in education and training for Africans, and partners with governments so that Africa's people can take the lead in protecting their unique natural resources.

AWF's policy and climate change work are interwoven through each of these pillars, helping to secure real and enduring conservation results across the African continent.

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Overall, the planet is warming, leading to climatic instability. Find out how AWF is addressing the impact of climate change on ecosystems.

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What does it take to establish a national park? Plus, AWF pursues land leases for wildlife and land-use planning in West Africa.

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Using science, AWF is creating new reserves for bonobos, minimizing human-lion conflict, and more. Meanwhile, rhino poaching causes alarm.

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AWF introduces a new investing arm, while a new lodge helps elephants. Plus, a partnership benefits coffee farmers and forests.

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Women get a helping hand in business, community scouts receive training and equipment, and a nation's wildlife population rebounds.

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Elephants tolerate the extreme heat of the savanna by directing blood into their thin ears, exposing it to cool wind, and circulating it back into the body.

# The Challenge of Climate Change

By Kathleen H. Fitzgerald, director, land conservation

In the Regional Parc W Heartland, a woman from Burkina Faso tells me she has to walk twice as far to fetch water because the water source she has accessed for years has dried up.

A Zambian farmer in the Zambezi Heartland explains that he lost his crops because the rains came too early and their intensity flooded the area. He is uncertain how he will feed his family.

In the normally vibrant ecosystem of Southern Kenya's Amboseli National Park, tourists see dead zebra and wildebeest strewn across the landscape after a devastating drought decimated the herbivore population.

This is the reality of climate change. These were just a few of the impacts we saw in the past year.

## A Vulnerable Continent

Historical records and scientific analysis confirm climate change over most of Africa during the 20th Century: The planet is warming more rapidly than has ever before been recorded, leading to greater climatic instability, particularly in terms of rainfall patterns.

While Africa contributes the least to climate change through CO<sub>2</sub> emissions, its lands and people are highly vulnerable to the consequences of climate change, due to the continent's expansive aridity, people's direct reliance on natural resources for subsistence, high levels of poverty, and limited resources to cope with impacts.

We see these challenges in most of the communities with whom we work. I have sat under acacia trees with Maasai pastoralists and explained the UN Collaborative Programme on Reducing Emissions from Deforestation and Forest Degradation in Developing Countries (REDD) and the relevance of international climate agreements on their lives.

Break down the complicated acronyms and strip away the technicalities, and they nod with understanding. They know it's a problem. They have seen the changes in their water supply and witnessed their livestock dying. They recognize the serious implications for wildlife. But they have very few options.

## Africa Without Wildlife

Climate change is predicted to become the biggest single driver of terrestrial biodiversity loss over the next 50 to 100 years. Africa contains about one-fifth of the world's plants, mammals, and birds. Imagine Africa without its wildlife.

This loss of biodiversity will ultimately impact key economic sectors, including agriculture, fisheries, and tourism.

At AWF, we recognize the serious implications of climate change on Africa and are working to address this enormous challenge at various levels. Our efforts include:

- Improving understanding of climate change through education, capacity building, and training
- Reducing carbon emissions, forest degradation, and deforestation; and generating community and conservation income through carbon offset programs
- Mitigating the impacts of climate change through large-scale conservation
- Improving the monitoring, scientific assessment, and modeling of climate change
- Helping communities adapt to the impacts of climate change
- Supporting international, national, and regional climate change policies

What does this mean in practical terms?

In the Democratic Republic of Congo, for example, AWF is helping communities to decrease slash and burn of the forest through land-use planning, agriculture intensification in zoned areas, and re-establishing market linkages for forest-dependent communities. Across the African continent, AWF is introducing practices and technologies that are fuel efficient or that help communities adapt to climate change, such as water catchment technologies.

We know that people and wildlife across Africa are already, and will continue to be, severely affected by climate change. The majority lack the resources and skills to adapt. AWF is taking a proactive approach in all its programs, both on the ground and at a policy level, to ensure that Africa's wildlife, landscapes, and people can thrive—even in a future with climate change. 🐘

## REDD Projects

In countries across Africa, including the Democratic Republic of Congo, Kenya, and Tanzania, AWF works with communities, local authorities, and national governments to secure payments for forest conservation through Reducing Emissions from Deforestation and Forest Degradation (REDD) projects.

These projects are designed to secure livelihood opportunities that also help women and men adapt to the environmental changes brought on by climate change. Projects also educate residents about the causes of climate change, and encourage forest conservation. Following are two such examples.

## Chyulu Hills

At the foot of Kenya's Chyulu Hills mountain range, forest degradation, overgrazing, and other threats are not only putting stress on the local environment but are also contributing factors in exacerbating the global effects of climate change. For this reason, AWF is working with members of the Ilkisongo Maasai to use fuel-efficient stoves to minimize

requirements for fuel wood, while a new tree nursery will support forestation efforts. Additionally, AWF is helping local pastoralists sell their livestock at higher prices, thereby improving livelihoods and curbing overgrazing. By increasing income from sustainable livestock keeping, AWF aims to provide an alternative to forest-dependent communities.

## Kolo Hills

In the Kolo Hills of Tanzania, AWF is tackling the effects of climate change while providing food security for local residents, 70 percent of whom are food insecure. By introducing farmers—many of whom are women—to planting techniques like mixed cropping, careful fertilizer application, and

improved seeds, farm yields have increased eight-fold, with a value of about US\$400 per acre per year. The greater harvests help slow or eliminate agricultural expansion into forestland. REDD markets provide additional revenues for forest conservation, thereby encouraging a cycle of conservation and restoration.



Amboseli landowners pledge to devote their land to wildlife conservation.

## Disneynature Helps Big Cats in a Big Way

Amboseli National Park in Kenya forms the core of a vibrant savanna ecosystem populated by lion, cheetah, and other wildlife. At 392 sq. km, however, the park is too small to support viable populations of wide-ranging species, and many depend on unprotected lands outside of the park.

The lands surrounding Amboseli National Park are community-owned and under constant threat of being subdivided, sold to developers, or converted to agriculture, leading to fragmentation of prime wildlife habitat. AWF in 2008 launched the conservation lease program, in which landowners receive payment for acreage left undeveloped, protected, and intact for wildlife. The ultimate goal: to protect a larger wildlife corridor stretching from Amboseli to the Chyulu Hills and Tsavo West National Parks in southern Kenya, and a linkage south to Mt. Kilimanjaro and Arusha National Parks in Tanzania. Strategically expanding and supporting the lease program, therefore, is critical to maintaining this natural corridor.

Last spring, AWF teamed up with Disneynature to highlight the plight of Africa's big cats, which has intensified in recent decades due to shrinking habitat and mounting conflict with humans, mainly through livestock predation. Disneynature generously agreed to support AWF's land lease program by donating a portion of opening week ticket sales from Disneynature's "African Cats," its stirring feature-length film set in Kenya.

The "See 'African Cats,' Save the Savanna" initiative was a roaring success. The proceeds, donated through the Disney Worldwide Conservation Fund, allowed AWF to renew its conservation leases with Amboseli landowners for another five years, and ultimately preserve 65,000 acres of the savanna ecosystem over several years for lions, cheetahs, and other wildlife. Until now, the limiting factor for this program had been funding, but support from Disneynature has allowed AWF to sustain and expand the program.



Approximately six weeks after giving birth, a cheetah mother will allow her cubs to shadow her during hunts and share her kills.

To learn more about the "See 'African Cats,' Save the Savanna" initiative, visit [awf.org/africancats](http://awf.org/africancats).

# AWF Helps Rural Villages Plan for Future

In AWF's Regional Parc W Heartland, the scarcity of water, fertile soil, and vegetation has led to conflict between pastoralists and farmers on how the limited arable land and water should be used in their communities. At the same time, this region is undergoing gradual administrative decentralization, allowing rural communities greater freedom and responsibility over land usage and natural resource appropriation. Without a holistic approach to resource management, the local ecosystem will continue to suffer the conflicting demands of communities competing for scarce resources—and both people and wildlife will lose out.

AWF has launched a pilot project—supported with funding from the African Union—to assist five communities in Benin, Burkina Faso, and Niger with improvements in land-use practices. As a model inclusive and participative process for West Africa, this project allows communities to ascertain how land is being used and decide how different plots should be designated in the future, in accordance with sustainable resource management practices.

"We're helping pastoralists to work with farmers so they are not at cross-purposes," explains Stefan de Greling, AWF's program design director for West and Central Africa.

"Farmers need to know, for example, that if a field is left fallow for a season, pastoralists should be allowed to bring in their cattle to graze because it will help fertilize the soil. And if agricultural fields remain fertile for longer periods of time, then farmers won't have the need to clear new fields from existing wildlife habitat, while gaining access to new pastures will eliminate pastoralists' need to trespass into protected areas with their herds.

"We are advising villagers on what the possibilities are with the different land uses. The implications on their daily lives are quite significant."



Nearly half of sub-Saharan African families do not have access to clean drinking water.

# Planting Trees to Increase Water Security

Water security has long been a concern in Africa, but the effects of climate change, coupled with human population growth, have recently made it one of the continent's most critical conservation issues. Lack of access to clean water can lead to famine and disease for both humans and wildlife, degradation of natural habitats, and increased potential for human-wildlife conflict.

One area in which AWF is proactively addressing the water security challenge is in Kenya's Mau Forest Complex. The 400,000-hectare Mau, Kenya's largest closed-canopy forest ecosystem and water catchment

area, collects rainwater during wet months and releases it during dry periods. The ecosystem feeds a dozen rivers and six major lakes, including Lakes Victoria and Natron, and helps support two of Kenya's biggest industries, tea and tourism.

Unfortunately, years of deforestation in the Mau have caused flooding, soil erosion, and drastic water shortages throughout the watershed. This year, AWF, in collaboration with the Kenyan government, embarked on a three-year restoration project, adopting 8,600 hectares of the eastern side of the forest, around the Enderit River. This block of forest land within

the Mau is of particular importance because it is the headwaters to Lake Nakuru National Park, designated a wetland of international importance through the Ramsar Convention and, in addition to being one of Kenya's most popular national parks, the first national park in Africa to be branded as an Important Bird Area (IBA).

In May, AWF kickstarted the project by planting 25,000 trees in the Enderit block with more than 1,000 people from the community, Kenya Wildlife Service, Kenya Forest Service, and the Mau Interministerial Coordinating Committee, with future plans for additional reforestation.



Kenya's Mau Forest Complex feeds a dozen rivers and six major lakes in the region.

# THE MAKINGS of a National Park

After more than six years of difficult negotiations, AWF and the Kenyan government soon expect to celebrate a remarkable milestone: the historic creation of Kenya's newest national park.

Together with our partners at The Nature Conservancy (TNC), AWF recently transferred 17,100 acres of a priority wildlife corridor in Central Kenya to the Kenyan government. The area is home to a sizeable elephant population, as well as many other species, including the endangered Grevy's zebra and eland.

To be called Laikipia National Park, this parcel of land connects the area's northern wildlife-friendly ranches to conservation lands to the south, contributing to a large migratory route that stretches from Mt. Kenya National Park all the way through to the Mathews Range. The passageway is particularly critical during periods of drought, when wildlife need to access water sources and habitats in southern Laikipia.

This parcel of private land was long targeted as a conservation priority because of its strategic location in this wildlife corridor. AWF and TNC officially donated the land to the Kenyan government in a special ceremony last November, with an understanding that the land will eventually be proclaimed a national park, to be managed by the Kenya Wildlife Service for, and on behalf of, Kenyans.

"This is a wonderful gift to future generations of Kenyans. We are committed to wildlife and will preserve this land," said Kenyan President Mwai Kibaki.

To learn more about the conservation logic behind Laikipia National Park, visit [awf.org/laikipia](http://awf.org/laikipia).

This Laikipia passageway is especially important during periods of drought, because wildlife—such as zebra, elephant, and eland—depend upon areas to the south for water.



# The Relationship Between Science and Conservation

By Philip Muruthi, senior director, conservation science

Science is at the core of all of AWF's conservation efforts. Conservation science sets the stage for AWF's conservation actions in all 30 of our existing and future priority landscapes, which we call our African Heartlands. We then integrate climate change, policy, and livelihood improvement approaches into our programmatic work to ensure a comprehensive conservation plan.

## How It Works

AWF considers certain criteria when selecting landscapes for AWF investment, including:

- A landscape's intactness and other ecological values
- The presence of endemic and endangered species
- The threats these species face
- AWF niche or value addition, such as the potential to impact livelihoods

Once a landscape has been chosen, and initial consultations made with key partners, AWF and partner scientists establish a baseline of scientific information to help set conservation goals. This may include information about individual species and assemblages, ecological communities, or habitats and ecological processes that we want to conserve in perpetuity.

In essence, AWF's science pillar provides the scientific data necessary to design and implement effective programs that will reduce threats to species and habitats in the African Heartlands. The critical threats analysis our science team conducts identifies immediate and long-term threats to conservation targets. Our analysis also informs the actions we must take to mitigate a threat and improve the population health of a particular species or the physical integrity of a particular landscape.

## Some Examples

While science for the sake of knowledge is a wonderful thing, AWF focuses on applied science, the application of scientific research to solve a tangible, real-world problem.

Here are just some examples of how science supports our conservation efforts:

**Geographical Information Systems (GIS) helps identify, justify, and rank land parcels for AWF conservation investment, for instance, to promote overall habitat connectivity (see pp. 12–13).** It also serves as a helpful tool for AWF when communicating our conservation priorities to donors, governments, and others.

**Science assists in developing integrated land use plans,** which guide activities carried out by AWF and communities in the Heartlands.

In the Democratic Republic of Congo, AWF is working with community members to implement land zoning, defining the areas that can be used for agriculture and which areas must remain under conservation management (see p. 20). This land-use zoning builds upon our analyses of conservation targets, goals, threats, strategies, and actions, and promotes optimal land use in different parts of the landscape.

**And, science helps to investigate and articulate** the conservation logic for AWF's conservation enterprise work. It helps determine the location of individual enterprises and critical threats that a business may help alleviate (see pp. 24–25).

## Threats Continue

Our ecological monitoring helps AWF to keep the environment in each of our Heartlands in sight—to detect change and to suggest essential feedback on the management of natural resources. It provides information necessary to understand whether or not our investment has led to the improvement in the state of the wildlife species and habitats.

AWF aims to ensure that the species prioritized in each landscape are thriving through a science-based approach, including threat mitigation.

Such threats to Africa's great wildlife unfortunately mount across the continent—such as with the rhino, where poaching killed more than 550 animals in 2011 (see p. 19 for more), and with the African wild dog, which has been decimated to a mere 5,750 individuals over the past few decades. We do have examples of populations recovering (see p. 16), but AWF will continue to use our broad foundation in conservation science to battle these other threats across Africa.

Wild dogs are usually on the move over a very large range, covering, for example, some 900 sq. mi in the Serengeti. AWF is conducting vital scientific research on this endangered carnivore in northern Kenya.

# Census Shows Giraffe Population Growth

In West Africa, rapid habitat degradation continues to affect the West African giraffe population. This species, which once roamed across the vast expanses of the Sahara and the Sahel, is now only found in a small, unprotected part of Niger. A major driver in this decline is the felling of trees to provide wood for cooking and the production of charcoal for sale in Niger's capital.

For the past few years, AWF has assisted its partner, the Association pour Sauvageard des Girafes du Niger (ASGN), with a regular West African giraffe census. The census involves a local community association of giraffe trackers locating and identifying each giraffe in an area of 800 sq. km. The guides, who can distinguish individuals by coat pattern, count each giraffe over a period of two months, then cross-reference findings with results of previous censuses.

The West African giraffe population had once plummeted to a mere 50 individuals; fortunately, the species seems to be experiencing a steady, albeit gradual, recovery. A 2010 census estimated approximately 250 individuals living in the region. Results of an August 2011 census will be announced soon.

As they lose their habitat to deforestation, giraffes occasionally resort to eating crops in villages and farms. These incidents have led locals to perceive giraffes as a threat to their livelihoods rather than a possible asset through tourism enterprises.

# How a Chain-Link Fence Protects the African Lion

Where humans and carnivores live in close proximity, conflict is bound to occur. In northern Tanzania, where land around protected areas has become increasingly settled and developed, this uneasy coexistence has led to significant conflicts between the African lion and local pastoralist communities — and a resulting loss of livelihoods by the communities, as well as decline of the African lion population.

In the past century, the number of lions in Africa has plunged from some 200,000 to fewer than 40,000, with an estimated two-thirds of those that remain making their home in Tanzania.

In particular, the lions living in and around Tarangire National Park have suffered from a spate of retaliatory killings due to livestock predation: Lions wander outside of protected

areas, where they feast on livestock on community lands. Livestock owners, in turn, spear lions or poison carcasses in retribution for these losses.

To protect livestock and reduce human–lion conflict, AWF's lion researcher Bernard Kissui works with local Maasai pastoralists to reinforce their traditional thorn-bush livestock enclosures, known as bomas, with stronger chain-link fencing.

In the past year, thanks to support from the Indianapolis Zoo, AWF has helped build 23 of these reinforced bomas in the region. Another 27 are currently being built, ultimately benefiting 50 families this year alone. Since 2007, the Tarangire Lion Conservation Project has constructed a total of 105 bomas, resulting in significant reduction of livestock—and lion—losses.

<b>\$600</b>	<b>23</b>	<b>105</b>
Cost to create 1 lion-proof boma	Number of bomas completed in 2011	Number of bomas completed since 2007

AWF's carnivore conservation efforts focus on finding ways for people and predators to coexist.



Leopards sport a wide variety of coat patterns. East African leopards have circular spots, or rosettes, while the spots on southern African leopards are more square.

## PARTNERSHIP SUPPLEMENTS AWF LEOPARD RESEARCH

Leopards are listed as near-threatened on the International Union for Conservation of Nature's (IUCN) Red List of Threatened Species. Indeed, the species' numbers have declined in the past few decades as a result of hunting and poaching, human-wildlife conflict over livestock, and habitat loss and fragmentation.

While AWF continues its Limpopo Leopard Project—established in 2008 to determine the population size, health, and territory of leopards in South Africa's Kruger National Park—we concluded that additional research would

provide further valuable information on the dynamics of the leopard population. AWF partnered with the African Research and Conservation Foundation, Nottingham Trent University, and the Timbavati Private Nature Reserve to launch the Timbavati Leopard Project.

The project examined how the competition for food and territory, between leopards and other predators, together with the impact of disease, influenced the local population.

The partnership allowed AWF to further its research dollars for leopards.

Furthermore, because the project was being conducted in the 60,000-hectare Timbavati Private Nature Reserve—which shares an unfenced border with Kruger—data gathered helped provide additional context to the Limpopo project findings.

The Timbavati Leopard Project installed 50 camera traps across the nature reserve. The project also collared some leopards, hyenas, and lions, which were then tracked via satellite to determine species' ranges, territories, and prey preferences.

# RHINOS *under fire*

The rhino poaching epidemic has reached alarming proportions this year, with at least one rhino killed every day. The species is prized for its horn, which is reputed to have miraculous medicinal properties, even though it is made of keratin—the same protein found in human fingernails and hair.

The consequences of this demand for rhino horns have been devastating. In fact, the black rhino is unique among African species in that its decline is attributed not to habitat loss or human-wildlife conflict, but to outright poaching. Meanwhile, the International Union for Conservation of Nature (IUCN) recently declared the western black rhino extinct and the northern white rhino as rapidly approaching extinction.

AWF continues to work on the ground with wildlife authorities in Zambia, Zimbabwe, and elsewhere to train rangers in anti-poaching techniques, and to grow and protect the rhino population. AWF is also in discussions with other conservation organizations to more readily combat the demand for rhino horn at its source, such as through a consumer media campaign.

**69** Current population of black rhinos that are protected by an electric fence, within AWF-sponsored Ngulia Rhino Sanctuary in Kenya

**3** Sanctuary's black rhino population in 1986

**3600** Number of black rhinos remaining in all of Africa

**1** Optimum number of scouts per rhino to help prevent poaching

**443** Total of black and white rhinos killed by poachers in South Africa in 2011

**33%** Rate of poaching increase since 2010

**90%** Rate by which world rhino population has fallen in past 30 years



White rhinos (pictured) use their wide mouths to graze on savanna-floor grasses. Black rhinos (above), distinguished by their pointed, triangular lips, browse on shrubs and bushes.

# Great Apes Under Threat

Africa is home to four of the world's five great apes: bonobos, mountain gorillas, lowland gorillas, and chimpanzees. While these species share a significant amount of DNA with humans, people have not always been kind to their primate relatives. Many of Africa's great apes, in fact, are now at risk of extinction because of human encroachment and activity. AWF works with partners throughout the continent to save these precious great apes.

In our Congo Heartland, AWF has focused its attention on the bonobo.

The species became an unwitting victim of the Democratic Republic of Congo's (DRC's) civil war, as people moved into the forest—the bonobo's habitat—to escape conflict and practiced slash-and-burn agriculture and bushmeat hunting to survive.

## New Reserve

To reverse the subsequent decline of the bonobo population, AWF helped establish the first community reserve, the Lomako–Yokokala Faunal Reserve, in 2006 and is now working to establish a second

reserve, the Iyondje Community Bonobo Reserve. Located to the southeast of Lomako, this new area not only features a high concentration of bonobos and intact forest, but it also adjoins the already protected habitat of Luo Scientific Reserve.

AWF will take the lead in coordinating the monitoring and protection of the new reserve, and develop collaborations with field scientists based in Luo to conduct research that can help us to better understand, and ultimately protect, this great ape.

Ultimately these sites may be able to accommodate select ecotourism that generates revenue for local community partners and for the ongoing management of the reserves.

## Uses for Land

Meanwhile, to preserve the remainder of the forest habitat and secure wildlife corridors, AWF has conducted participative land-use planning with local residents. This process allows communities to plan out which areas of land will be used

for sustainable agriculture—or non-permanent forest—and which will remain as intact, or permanent, forest. The process optimizes agricultural production in areas most suitable for cultivation while minimizing slash-and-burn agriculture elsewhere and opens doors for climate change benefits (through REDD).

As a new concept in the DRC, AWF's participative land-use planning process has been recognized by the government as a model for future development that benefits both people and wildlife.

The bonobo's range is limited to about 350,000 sq. km in the Central African nation of the Democratic Republic of Congo (DRC).

## Did You Know...

- **Lowland gorillas** have shorter, finer hair, smaller ears, and a more pronounced brow ridge than their mountain counterparts.
- **Mountain gorillas** can only be found in parts of Uganda, northwest Rwanda, and eastern DRC. Their remaining number hovers around 786.
- **Chimpanzees**, the human's closest living relative, are one of several species that habitually uses tools. They break twigs into hooks, allowing them to retrieve insects from inside nests.
- **Bonobos**, unlike chimpanzees, use sexual behavior to dissolve tension or resolve squabbles and rarely exhibit aggression.

For more on our partnership with IGCP, visit [awf.org/igcp](http://awf.org/igcp).



## Census Status

On the heels of a successful mountain gorilla census in the Virunga Massif last year—where the population was found to have increased by an astounding 26 percent—AWF and our partners at the International Gorilla Conservation Programme (IGCP) not only celebrated the birth of two sets of twin mountain gorillas last spring but also recently began our latest mountain gorilla census, this time under the canopy of the Bwindi Impenetrable Forest in Uganda.

This new census will not only measure the health of the gorilla population in Bwindi, but also allow us to see which of our conservation efforts are working and which need to be reevaluated. And, combined with the Virunga Massif census, AWF and IGCP will have a greater picture of the overall status of the critically endangered mountain gorilla. Stay tuned—results will be announced at the end of 2012.

During a chest beat threat display, male gorillas alternatively strike resonant air cavities within their chests, producing a distinctive “thumping.”

# A New Conservation Model: Mission-Related Investment

By Giles Davies, investment manager, African Wildlife Capital

Within the last decade, the term “impact investing” has risen from relative obscurity to become a part of the modern lexicon. Impact investing marries the goals of the investment world—to turn a profit—with the aspirations of not-for-profit organizations—to do good in the world.

Some individuals have informally done this for years, by investing in corporations that conduct business in ways that mirror the investor’s own personal values, and by withholding their money from companies whose practices they disagree with.

AWF has watched with interest as impact investing has evolved from an informal, individual activity into a more widespread institutional investment sector in its own right. After more than a decade of successful conservation enterprise work on the African continent, after all, we have seen what works—and what doesn’t—when it comes to pursuing conservation.

## The Right Funding

Our experience tells us that, to succeed, conservation requires funding proportionate to the project size. Typically, large-scale projects, such as infrastructure for banks, have been funded by development banks and governments. Scholarships and species protection programs, on the other hand, are often supported by small grants.

Conservation enterprises, meanwhile, can be supported in a number of ways. In regions with high tourism potential, AWF has often paired a local community with a for-profit partner to establish an enterprise such as an eco-lodge. Revenues are shared between community and operator, reinforcing the connection between conservation tourism and the economic benefits supporting the community.

## New Type of Finance

This model of engaging private sector partners to work with communities has delivered numerous benefits to both people and wildlife (see pp. 24–26). In other cases, however, a new type of conservation finance model is necessary to ensure greater and more widespread conservation gains.

Enter African Wildlife Capital (AWC).

Launched in FY 2011, AWC is our mission-related investment company—i.e., AWF’s new impact investing arm. Operating under the mission

of AWF, AWC offers debt-based development financing to small and medium-sized enterprises in the conservation agriculture and conservation tourism sectors.

Alongside traditional finance-driven covenants, we have also pioneered the use of conservation covenants (see p. 29) within our investment model. We are considering individual investments between US\$250,000 and US\$1.5 million across a variety of carefully targeted sites in sub-Saharan Africa.

## Business Capacity

In today’s Africa, entrepreneurs are demonstrating a great capacity for boosting local and regional economies. AWC leverages the inherent economic and conservation potential of these businesses to take our work to a new scale and do more, in more places, for the benefit of conservation and people.

By financing viable businesses that have a tangible conservation impact potential, AWC will not only help hundreds, even thousands, of Africans to improve their livelihoods, but it will also incentivize business owners and their employees to pursue conservation—because doing so will ultimately be good for business.

We are excited about the potential for AWC to make a positive conservation impact and help alleviate poverty in Africa. AWC has already made its first investment, in Rungwe Avocado Co. in the southern highlands of Tanzania, and we look forward to other investment opportunities in the coming fiscal year. 🦋



## A new type of conservation finance is needed



Known locally as *Bustani ya Mungu* (Garden of God), Kitulo National Park and the surrounding land is beautiful but treacherous. Volcanoes and some of Tanzania’s highest peaks interrupt the landscape, the slopes of which receive the country’s heaviest rainfall as well as sub-freezing temperatures.



## An AWC Case Study

**Company:** The Rungwe Avocado Co.

**Location:** The southern highlands of Tanzania

**AWC investment:** \$950,000 loan

**Conservation logic:** Rungwe Avocado Co. is located near Kitulo National Park, a park so known for its floral diversity that it is called “The Serengeti of Flowers.” The park boasts 45 varieties of orchids alone, plus more than 120 faunal species, including the mangabey-like kipunji, a primate discovered less than a decade ago.

This region features the largest and most important montane grassland community in Tanzania and receives some of the highest rainfall in the country, making it a critical ecosystem.

Besides this region being a conservation priority in its own right, AWC believes the presence of a sustainable agricultural enterprise and proper zoning here will help stabilize land use.

**Livelihood impact:** AWC’s investment supports an early-stage environmentally sustainable avocado-growing and export project that currently engages 2,000 community members, with plans to eventually work with 5,000. Under the terms of the investment, and bound by AWC’s conservation covenants, Rungwe will intensify avocado production in a smaller area and increase income to local communities, ultimately minimizing extraction of natural resources and containing sprawl in the area.

To learn more about African Wildlife Capital, visit [awf.org/awc](http://awf.org/awc).

# Enterprises Incentivize Conservation

Long-lasting conservation gains can be made when the communities that live alongside wildlife are invested in saving that wildlife.

Such is the premise behind AWF's conservation enterprise program, where AWF helps communities enter business partnerships with private tourism operators and establish tourism enterprises whose success is tied to the preservation of local wildlife and habitat. Revenues from the enterprise

are then shared between the private operator and the community. This approach ensures that communities have an incentive to protect local fauna and flora, thereby creating a disincentive to engage in unsustainable practices, such as slash-and-burn agriculture, charcoal burning, and poaching.

Thanks to sound conservation logic and contractually defined revenue-sharing mechanisms, both wildlife and communities benefit from AWF's conservation enterprises.

In addition to eating vegetation with high water content, elephants drink up to 80 gallons of water a day.

## Where Elephants Roam

Northern Botswana is host to the world's largest elephant population—between 150,000 and 200,000 individuals are said to live in the area. Near Botswana's border with Zambia, Chobe National Park offers a safe home for these elephants—as well as for buffalo, zebra, and other wildlife, including sable antelope, for which the region is famous. Despite Chobe's size—approximately 11,700 sq. km—the park simply does not offer the planet's largest land mammal enough room to seasonally move and thrive.

With the opening of Ngoma Safari Lodge on the edge of Chobe National Park last July, however, AWF has helped make sure that certain areas are zoned to allow elephants and

other wildlife to roam freely. The five-star, sable-themed luxury resort is situated along the Chobe River on land that residents of the local Chobe enclave have agreed to set aside for wildlife. Elephants now enjoy more room to roam—plus the protection of community scouts, who deter poaching.

Meanwhile, as an AWF conservation enterprise, Ngoma Lodge provides employment and a portion of lodge revenues to the community. It's a success story in the making, according to Wilfred Mufwambi, AWF's regional enterprise manager for southern Africa. "We are creating incentives for the community to participate in conserving this large landscape," he said.



As owners of the land and lodge at Ngoma, members of the Chobe enclave receive annual rental fees and a percentage of sales revenues from the tour operator.

AWF has launched a new tool on our website that spotlights our conservation enterprise lodges! Visit [awf.org/conservation](http://awf.org/conservation) for more.

# The Economic Benefits of Enterprises

At the heart of all of AWF's enterprise projects are the people.

Following are just some of the ways in which our conservation enterprises, in addition to other AWF initiatives, have conserved habitats and helped boost wildlife populations while also providing economic benefits to the people who live alongside the wildlife.

## Shelter for Survivors

Though the Rwandan genocide took place more than a decade ago, housing for survivors remains a problem, as many people's homes were destroyed during the conflict. After Sabyinyo Silverback Lodge opened for business outside of Volcanoes National Park in Rwanda in 2007, income from the lodge began to flow to community members, with revenues equitably dispersed by an established community trust, the Sabyinyo Community Livelihoods

Association (SACOLA). In 2010, lodge revenues allowed SACOLA to build 20 houses for the poorest members of the community. Nyiragopolisi Elina, a survivor of the genocide who also cares for three orphans, was one of the housing recipients. "When you have a house, you are secured, even if access to food and other needs are not guaranteed," she says. With revenues to SACOLA from Sabyinyo on the rise, additional houses will likely be constructed in the coming years.



## Easing Water Worries

Access to water is a significant challenge for communities surrounding Volcanoes National Park and Mgahinga Gorilla National Park, particularly during the dry season. Residents often enter park lands to collect water. In the process, they may also extract other resources or inadvertently come into contact with park wildlife, including the critically endangered mountain gorilla. Again, using revenues from Sabyinyo, SACOLA assisted AWF partner International Gorilla Conservation Programme and other organizations in constructing communal water tanks in Rwanda. The Community Tanks Project has expanded to Uganda outside of Mgahinga, where five communal tanks, measuring 35 cubic meters each, have also been built.

## Market Access for Livestock

In Kenya and Tanzania, pastoralists are struggling to maintain their traditional lifestyles in the face of increasing development and land fragmentation. AWF has worked with communities in both countries, training them in good rearing and grazing practices—which benefit both the herders and the ecosystem—and guaranteeing market access for herders who comply with environmentally sound cattle-herding practices. In Kenya, this partnership between pastoralists and The Ol Pejeta Conservancy has allowed the sale of more than 1,500 head of cattle, earning herders an excess of \$276,000—and counting.

Though the Virunga Heartland receives a lot of rain, the soil is volcanic and porous. This results in water infiltrating the ground quickly and deeply, making it inaccessible for drinking.

## How Goats Can Help Habitat, Livelihoods

Located in a valley, Zambia's Siavonga District receives moderate but unreliable rains. The area has poor soil and is prone to weather extremes, resulting in periodic floods and droughts—all of which have a significant effect on agriculture. Communities therefore often engage in unsustainable livelihood activities, such as charcoal burning, illegal wildlife harvesting, and slash-and-burn agriculture. To help improve community livelihoods, AWF initiated a goat production project within the district's Simbamba Chiefdom.

"If goat rearing can be seen as an alternative livelihood, we can minimize habitat destruction and charcoal burning," says Nasson Tembo, director for AWF's Kazungula Heartland. He noted that the area experiences considerable elephant invasion from Zimbabwe.

Involving 90 households, the Simbamba Goat Producer and Marketing Cooperative trained community members in improved goat husbandry techniques. Training covered the construction of better goat housing and hay production (for animal

feed during the dry season). AWF further assisted cooperative members by providing them with a higher-quality goat breed. Each member of the cooperative paid a \$10 registration fee and was given two dwarf goat kids to add to their existing herd.

The results of the project have been impressive. While 10 of the introduced goat kids died in the past year from severe water shortages, 50 nevertheless survived. And, since the project's start, the cooperative has sold:

- 90 goats locally, raising US\$1,710
- 60 goats in Lusaka, raising US\$1,800
- 60 goats in Kasumbalesa, Democratic Republic of Congo (DRC), near the Zambian–DRC border, raising US\$3,000

Finally, in keeping with AWF's philosophy of developing the capacity of community members, the cooperative has successfully trained 12 local farmers as community veterinary assistants.

As an alternative livelihood, goat husbandry can minimize habitat destruction and charcoal burning.

# The Power of Partnership

The high plateau of Central Kenya is home to a rich diversity of species, with Mt. Kenya and Aberdare National Parks offering refuge to the critically endangered black rhino, elephant, leopard, and other wildlife. The parks' forests also serve as important water catchments for the region. Interwoven throughout this verdant landscape are thousands of coffee farmers making a living coaxing coffee cherries from the soil.

In 2005, Starbucks Coffee Co. joined forces with AWF to launch the Kenya Heartland Coffee Project, an initiative that combined AWF's experience in wildlife and land conservation with the coffeehouse company's experience working with small-scale farmers to grow high-quality, environmentally sustainable coffee beans.

The "green" sourcing standards developed by Starbucks to inform from where and from whom it would buy coffee beans provided a roadmap for AWF agronomists working with farmers to implement eco-friendly growing practices guided by CAFE (Coffee and Farmer Equity) practices. New practices included planting trees to prevent soil erosion, reducing and recycling water used for cultivation, and implementing a reforestation program with the help of the Kenya Forest Service.

**New practices included planting trees and recycling water**

## Good for Business

Six years later, what does all of this equate to? Most important for farmers, the price per kilogram for their crop has increased 200 – 300 percent. The rise in income for the nearly 7,000 participating farmers will benefit an estimated 124,000 family members. Equally important, farmers no longer destroy nearby forests in search of fuel wood and instead have planted 97,000 trees on their farms, along riverbanks, and at nearby schools.

Other beneficial by-products include the establishment of 36 tree nurseries and a solar-powered electric fence, constructed jointly with Kenya Wildlife Service and Rhino Ark and outfitted with guard posts, along the border of Aberdare National Park. This provides greater protection to the critically endangered black rhino and other species, and has reduced conflict between wildlife and farmers.

This unlikely union of coffee and conservation has given birth to a new culture of coffee production on Kenya's Laikipia plateau. Where before farmers had little understanding about their crop's journey from coffee bean to coffee cup, a new coffee tasting lab opened at a local university by Starbucks and AWF now offers farmers the opportunity to taste the product of their labor and become more involved in its production.

Moreover, the university now offers a certificate and diploma in coffee supply-chain management, from cupping and production to marketing. A coffee resource center will also soon be available to farmers and students alike.

In a nutshell—or coffee bean, rather—conservation is good for business.



<b>200%</b>	<b>124K</b>	<b>97K</b>
Rate by which coffee price has increased since project's start	Approximate number of people benefiting from partnership	Number of trees planted in region through coffee project

Women's groups in Tanzania's Kondo region raise and sell tree seedlings to support agroforestry efforts and generate revenues.



## Re-Defining How We Do Business

Conservation is hard work—and ensuring lasting protection of natural resources on a rapidly developing continent is doubly difficult.

While AWF's conservation enterprises have successfully demonstrated to communities that wildlife can be a boon, and not a barrier, to prosperity, they aren't a foolproof guarantee that communities will stop hunting wildlife for bushmeat, cease extracting resources from protected park lands, or retire long-held beliefs that conservation is somehow antithetical to progress.

Understanding this, AWF has implemented conservation covenants as part of its *modus operandi*.

Conservation covenants are a set of carefully structured conservation and environmentally driven requirements that AWF business partners—be they for-profit companies or local communities—agree to undertake

as conditions of receiving financial or programmatic assistance from AWF or its new impact investment company, African Wildlife Capital (AWC) (see pp. 22-23). Such pledges may include agreements to adopt certain practices to prevent soil erosion, to implement more sustainable water management techniques, or to proactively work against wildlife poaching.

The financial sector has used covenants for years, with banks and lenders using them to manage the financial parameters of a loan recipient. Within conservation circles, covenants have been implemented under the umbrella of easements.

At AWF, we have always used some type of conservation agreement with our community and business partners. These more formalized covenants, however, take what has been an established mechanism in the investment world and give it a distinct conservation twist—allowing us to be

even more proactive and judicious in terms of what projects we embark on, and why.

AWF has recently made use of such covenants with the Amboseli land leases (see pp. 8-9), to ensure that landowners who signed conservation leases with AWF will keep their land open for wildlife. Similarly, when AWF established the Sekute Conservation Area with the Sekute Chiefdom in Zambia to protect a migratory corridor, the parties used a conservation covenant to outline conservation expectations. (To learn about one way in which AWF is supporting the conservation area, see p. 32.)

"Conservation covenants allow us to enforce well-defined conservation logic in every project," explains Giles Davies, director of conservation enterprise for AWF and investment manager for AWC. "Wildlife will be better off, land will be secured, and people's livelihoods will be improved."



# African Challenges Need African Leadership

By Helen Gichohi, president

AWF was founded on a simple but profoundly visionary idea: that Africa's wildlife and wild lands are best cared for by its people.

Wildlife and other biodiversity are valuable assets for the continent of Africa. Citizens of countries that are rich in natural resources have directly experienced the complex interplay between humans and wildlife—and the challenges and opportunities that arise from this.

To equip people to make the best economic and conservation decisions, AWF has long invested in education and capacity building. Our very first project established the College of African Wildlife Management, Mweka, in 1962. More recently, we have offered scholarships through the Charlotte Fellows Program to support Africans pursuing graduate degrees in conservation-related fields.

Our contribution has helped develop conservation leaders who are influencing the direction of their countries' policies, laws, and practices on wildlife and natural resource management

Africa is rapidly developing. Many countries on the continent are experiencing strong economic growth, manifested through increased infrastructure development; investments in agriculture, health, and education; and rising wealth. Democracy, too, is taking root, while technology is helping to leap frog the continent into the future.

As these positive changes take place, Africa must also confront the challenges of climate change. We must continue to strengthen democracy and the rule of law to allow these economic gains to take hold and uplift the vast majority of citizens from poverty.

As a Kenyan, I'm proud that AWF continues to partner with African governments, the private sector, and communities to invest in people, wildlife, and wild lands. Our programs are bringing development to areas that are often marginal and isolated, where wildlife and people share land and resources.

As a woman, I'm aware of the challenges we still face in getting women to meaningfully participate in the continent's development.

## Disproportionate Burden

Research shows that women in developing countries bear a disproportionate burden of poverty. Furthermore, their path to economic empowerment is stymied by their poor access to capital, formal employment, and education, and by cultural and social barriers. Yet women are a powerhouse of production in Africa.

And as the majority of farmers, users of natural resources in rural areas, and principal caregivers, women must be included in decision-making and management of natural resources for Africa to achieve a brighter future.

In project after project, we are building the capacity of Africa's women, often with the leadership examples of AWF employees who are themselves African. Kilimanjaro Heartland Director Fiesta Warinwa, a native of South Sudan, has assisted landowners in establishing a community conservancy and empowered them to resolve certain conservation issues on their own.

Josephine Simon, our community conservation and gender officer, works in the Maasai Steppe Heartland to establish enterprises that train women in business skills. Former Charlotte Fellow Ifura Ukio, meanwhile, is helping to strengthen the capacity of African women in field research as AWF's first female field researcher.

Africa's wildlife and wild lands are a continental as well as a global resource. As such, their preservation is everyone's responsibility. Solutions for their long-term survival, however, must first begin with African leadership and with Africa's citizens.

## Women are a powerhouse of production in Africa

## Empowerment through Enterprise

With enterprise comes empowerment—to buy land, access credit, open bank accounts, and pay for continued education and health care for our children.

In Tanzania, Kenya, Rwanda, and the Democratic Republic of Congo (DRC), AWF conservation enterprises are empowering women, giving them the income and training they need to lift their families out of poverty and pave a path to a better future for their daughters.

### More than Baskets and Pottery

In a wildlife management area in AWF's Maasai Steppe Heartland in Tanzania, AWF has provided training to the Mwada and Sangaiwe Women's Groups in business skills, product design, and marketing. Income from these enterprises, which provide quality handicrafts to tourist and local markets, allows women to support their families while protecting community land for wildlife alongside Tanzania's Tarangire National Park.

### From Conflict to Cultivation

Refusing to have their lives defined by violence and poverty, women in the DRC are engaging in enterprises that will transform their future. In northern DRC, AWF is supporting an umbrella group of 16 women's associations that engage in sustainable agriculture, crop and milk processing, food distribution, agroforestry, women's education, and water sanitation.



Trackers use radios to relay the locations and identities of mountain gorilla groups to guides leading gorilla tours.



According to the UN, 90% of the work of gathering water and wood in Africa is done by women.

Throughout all of our Heartlands, AWF ensures women are involved in decision-making and are taking on leadership roles within their community. Watch a special video on our women's enterprises, which have given women a foothold to transcend poverty and preserve their natural heritage. Visit [awf.org/womensenterprise](http://awf.org/womensenterprise).



Since patrols began, scouts have confiscated elephant tusks, illegal fishing nets, firearms, and ammunition.

## Patrols for Conservation

The lands of the Sekute Chiefdom in Zambia offer ideal habitat for a diversity of wildlife, including some 200,000 elephants that are found in that part of southern Africa and roam a transfrontier landscape that includes Zambia, Botswana, Namibia, and Zimbabwe.

In 2009, AWF helped the Chiefdom establish the Sekute Community Conservation Area to protect a critical wildlife corridor. To provide security to the corridor and ensure sound management of the area's natural resources, AWF also helps to train and support community scouts to protect the conservation area.

The 13 male and 6 female scouts—who all hail from the Chiefdom—conduct daily patrols around the conservation area, collecting wildlife and habitat data along their route.

AWF supplied uniforms, coats, and backpacks for each officer, plus a radio communication system that included 10 handheld radio sets.

The U.S. Agency for International Development (USAID) Sustainable Conservation Approaches in Priority Ecosystems (SCAPES) program provided critical assistance.

With AWF's support, the scouts achieved a total of 2,544 patrol man days in FY 2011, with an average of 212 patrol man days each month.

The scouts' presence in the conservation area has also helped to reduce the number of illegal activities historically observed, such as poaching, illegal fishing, and logging. Wildlife sightings, from elephant to kudu to buffalo, have also increased.

From the Regional Parc W Heartland to our Kazungula Heartland, AWF supports community scouts who help guard against poachers. Help us help them! Donate at [awf.org/supportscouts](http://awf.org/supportscouts).

# REBUILDING

## A FUTURE FOR ZIMBABWE'S WILDLIFE

Zimbabwe is endowed with a wealth of natural resources, a fact recognized by AWF when we began working in the country more than a decade ago. Dramatic landscapes, adorned with rich vegetative and animal wildlife, provide Zimbabwe with unmatched ecological diversity and economic opportunities. Recognizing these natural

assets, the government had long ago set aside more than 14 percent of its land for conservation.

Unfortunately, decades of political instability have led to hard times for the country, its people, and its wildlife. With decreased revenue from natural resources, Zimbabwean

wildlife authorities struggle to effectively manage state lands, while the government's land redistribution policies have inadvertently increased wildlife loss and habitat degradation and decreased land available for wildlife habitat.

Aware of AWF's work with other wildlife authorities throughout Africa, the Zimbabwe Parks and Wildlife Management Authority recently asked us to provide guidance on Zimbabwe's approach to wildlife and ecosystem conservation, with an eye toward planning for the future, improving wildlife management and ecosystem conservation in communal and private areas, and ensuring economic sustainability for its protected areas.

AWF has provided an assessment of the country's conservation threats and opportunities, as well as recommendations for next steps to ensure the ecological and economic viability of protected areas. AWF is exploring various models for how Zimbabwe can rebuild its biodiversity, ensure sustainability, and engage local communities in conservation efforts.

"Much work is being done now on Zimbabwe's political future. AWF is doing its part in helping to envision a future for Zimbabwe's wildlife," says AWF CEO Patrick Bergin.

## Zimbabwe offers ecological and economic opportunities



Hippos secrete a reflective mucus from their skin, providing a layer of natural sunscreen.

# Getting Conservation Right in a Rapidly Growing Africa

By Joanna Elliott, vice president, program design

Conserving wildlife and natural resources is very important... but also very challenging. Over the past 50 years, we have seen conservation paradigms shift, first from focusing on support for protected area systems to community-based natural resource management. Conservation philosophy then emphasized integrating conservation and development programs, and, more recently, making payments for ecosystem services and landscape-scale approaches.

All of these shifts are rooted in good practice at the local level, which is then recognized and adopted by governments and donors and replicated across multiple sites. Each paradigm has contributed useful tools for effective conservation and thereby remains relevant today.

## Greatest Challenges

The greatest challenges to conservation in Africa today are accelerating land-use change—brought about by deforestation and conversion to agriculture—and the effects of climate change (see pp. 6–7). Indeed, our government donor partners have made climate change, water, and agriculture major funding priorities.

These challenges are occurring in a time of rapid change in Africa, marked by increased foreign direct investment, population growth, and urbanization. Responding effectively to them requires interventions simultaneously at the policy and field levels. Creative partnerships—between conservation and development organizations, government decision makers, local stakeholders, the private sector, and donors—are a must.

These issues must also be approached strategically, taking advantage of Africa's accelerating economic growth.

AWF has dedicated significant resources in the past few years to expanding our community-based climate change and land-use planning/zoning work and, in the process, helped to conserve resources and support local livelihoods (see p. 10 for an example).

Healthy ecosystems, after all, are central to helping communities navigate and adapt to climate change, to ensuring that people have enough water to drink and grow food, enough biomass for fuel and shelter, and access to the other goods and services ecosystems provide. Ecosystems underpin economic growth agendas today and for generations to come.

## Community Conservation

For conservation to be successful, it must be linked with development and the needs and aspirations of local people. Thus, community-based conservation remains at the core of AWF's program.

AWF places strong emphasis on local capacity building and on creating incentives to help communities decide how to use and conserve their water, land, forest, and wildlife resources.

Our conservation enterprise program offers many successful examples of how wisely conceived and carefully structured businesses can deliver real financial benefits to communities and increased incomes for families while keeping land open for wildlife (see pp. 24–26).

This year in particular, support from the Royal Netherlands Embassy in Kenya has allowed AWF and its partners to test and scale up both tourism and agriculture enterprises.

AWF also launched African Wildlife Capital (AWC) this past year (see pp. 22–23), building on our conservation enterprise experience. Through AWC, we offer innovative financing for agriculture and tourism ventures that combine economic rewards with environmental safeguards as described in detailed, binding conservation covenants. (See p. 29 for more on our conservation covenants.)

## How to Use Land

To address the escalating demand for land, meanwhile, AWF continues to work with various partners to strengthen landscape-level land-use planning processes and land-tenure systems. These efforts designate space for agriculture and infrastructure investment while maintaining critically important land for conservation.

In the Democratic Republic of Congo (DRC), for example, work funded principally by the U.S. Agency for International Development's (USAID's) Central Africa Regional Program for

the Environment has generated new zoning tools and methods (see p. 20) that are now models for land use nationally and in other Central African states.

## With Thanks

Getting conservation right is difficult, but AWF is committed to working with our partners across Africa to ensure priority ecosystems are conserved for the benefit of many millions of Africans.

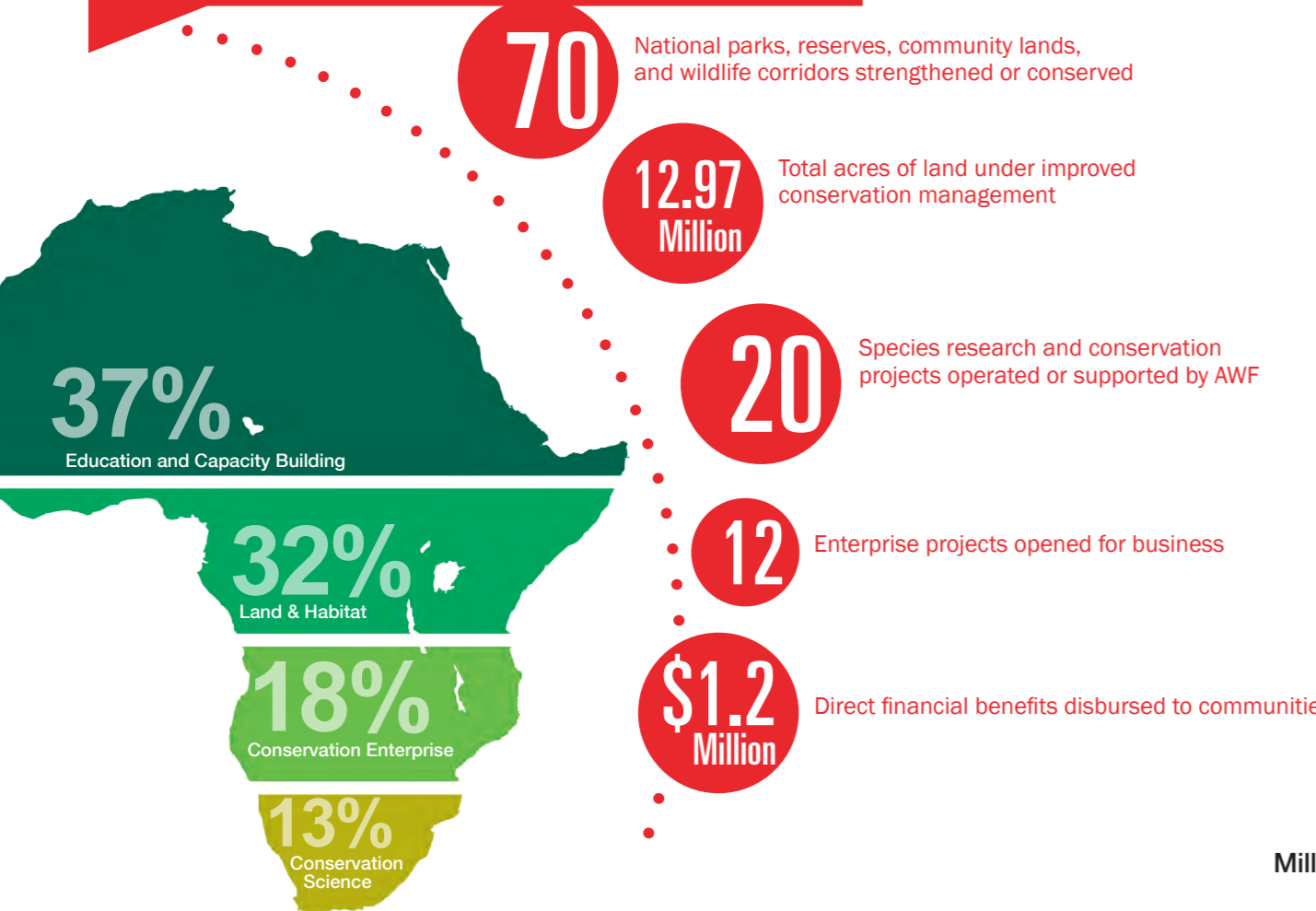
We would like to thank our donor partners for their commitment and generous support this year, and over the past 50 years of AWF's work in Africa. We look forward to working together to address these challenges.

Thanks to Our Funding Partners



For a full list of AWF's public donors, please visit [awf.org/partners](http://awf.org/partners).

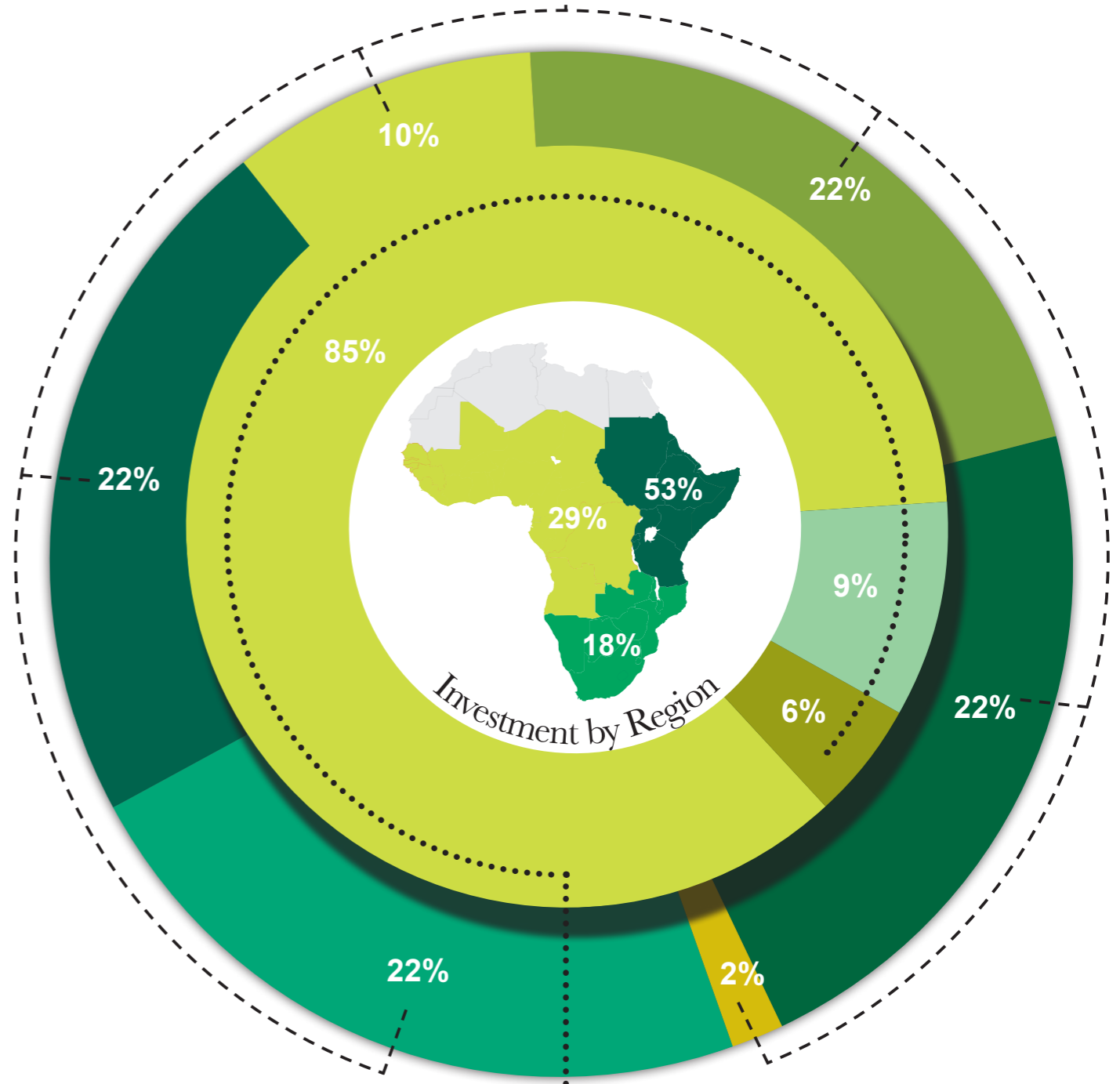
# SNAPSHOT OF OUR SUCCESS



## Operating Revenues

Individual	\$5,944,532
Legacy	\$5,846,856
Corporate and Foundation	\$2,567,126
U.S. Government	\$5,750,917
Non-U.S. Public Sector	\$5,758,636
Net Assets Utilized	\$396,546
<b>Total</b>	<b>\$26,264,613</b>

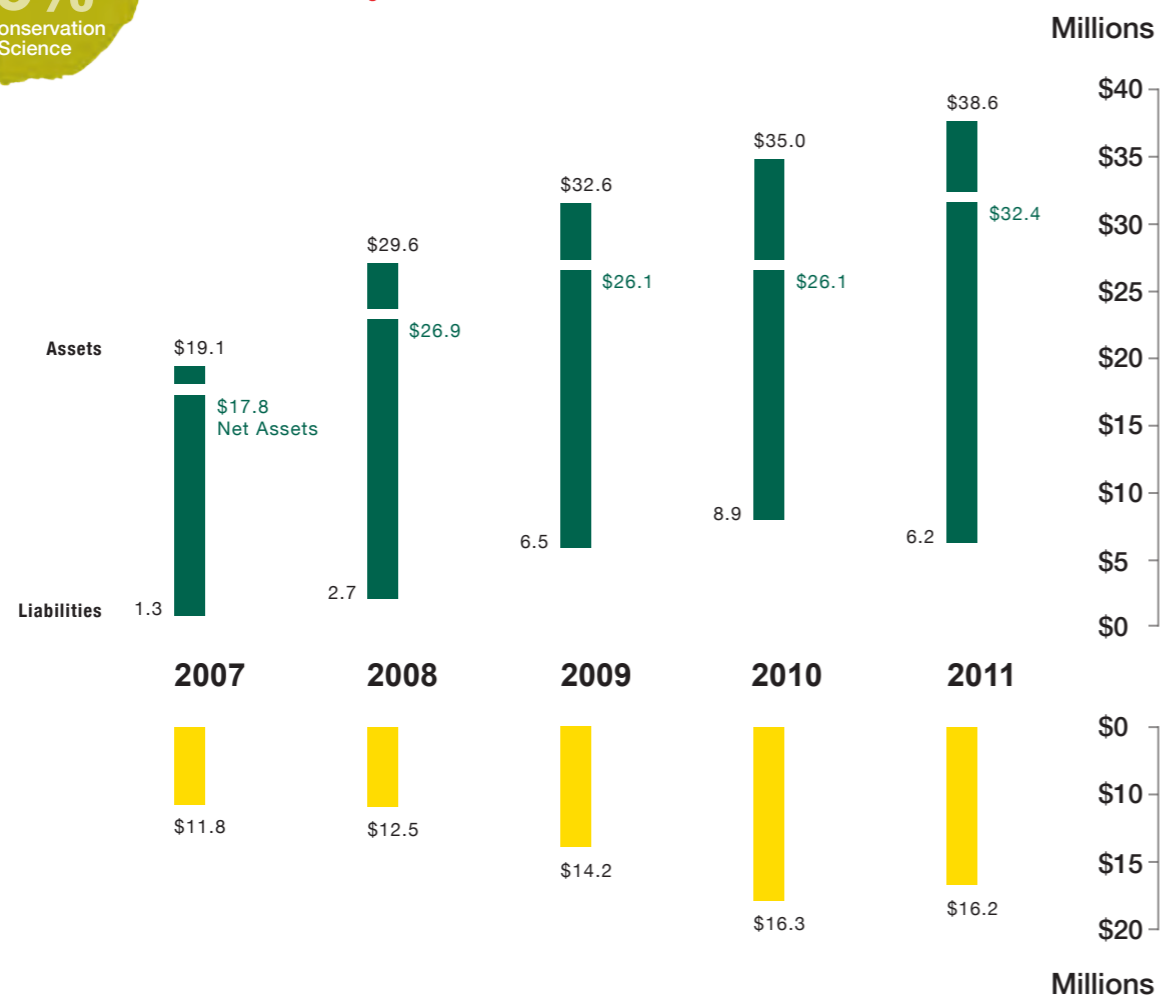
FINANCIAL STRENGTH



## Operating Expenses

Program Services	\$17,835,139
Fundraising	\$1,977,666
Administration	\$1,176,978
<b>Total</b>	<b>\$20,989,783</b>

A more complete analysis of AWF's financial performance, including our 2011 audited statement, is available at [awf.org/financials](http://awf.org/financials).  
 Note: All data is for the fiscal year ended June 30, 2011





# GET INVOLVED!

GET INVOLVED

**AWF would like to thank all supporters and partners who are committed to our conservation mission in Africa and contributed to our 2011 successes.**

**We invite you to engage with AWF in additional ways to ensure Africa's wildlife and wild lands endure forever.**

## VISIT US ONLINE

Start with a visit to AWF's website to learn more about our projects. Whether it's the results from a mountain gorilla census or updates on AWF's efforts to halt construction of a commercial road across Tanzania's Serengeti, we keep you informed about the issues that matter.

If you like what you read, sign up for AWF's monthly e-newsletter and lend your support to the cause by making an online donation.

Want to take your commitment one step further? Sign up for automatic donations through our sustaining member page.

[AWF.ORG](http://AWF.ORG)

## OTHER WAYS OF GIVING

In addition to gifts of cash, AWF accepts gifts of stock or property. If you own assets such as stocks, bonds, or mutual funds that have increased in value since they were purchased, consider a gift of appreciated securities. You will receive a charitable tax deduction for their full fair market value, and you pay no capital gains tax—ensuring your gift has the greatest conservation impact possible.

[AWF.ORG/STOCK](http://AWF.ORG/STOCK)

## GIVING CIRCLES

AWF launched the Big 5 Society in 2011 to honor those supporters wishing to make a special gift of \$5,000. AWF's other giving circles—from Baobab Society at the \$1,000 level to Chairman's Circle at the \$100,000-plus level—allow supporters to choose the level of giving with which they're most comfortable.

Whatever the size of your gift, your support is central to the success of our conservation efforts now and into the future.

[AWF.ORG/LEADERSHIPGIFTS](http://AWF.ORG/LEADERSHIPGIFTS)

## MAKE AFRICA YOUR HEIR

Once you have taken care of your loved ones, help us take care of ours. Join the hundreds of supporters who have included AWF in their will or other estate plans, thereby extending their support for Africa's wildlife beyond their lifetimes. Whether it's a simple bequest in a will or naming AWF as a beneficiary of your trust, retirement plan, or life insurance policy, your gift will support AWF's vital programs now and in perpetuity.

[AWF.ORG/LEGACY](http://AWF.ORG/LEGACY)

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

★ ★ ★ ★  
Four Star Charity



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# engaging.....

# YOU

ENGAGING YOU



There are many ways in which AWF engages you, our loyal members and supporters, in the issues related to African conservation. Here are just some of the activities we've hosted for our members this year.

## AFRICAN CATS SCREENINGS

When Disney Nature selected AWF to receive a portion of the ticket sales from its film, "African Cats," we of course wanted to share the experience with our supporters. With organized screenings for AWF members and their guests in Knoxville, Tenn.; Los Angeles; Washington, DC; and New York; hundreds of supporters came out to watch the film with AWF and get an inside look at where and how "African Cats" is saving African wildlife (see pp. 8-9).

Those who went to see "African Cats" during its opening week helped support AWF's land conservation work in the Amboseli region of Kenya, where lions, cheetahs, leopards, and other cats still roam.



## CONSERVATION CENTRE

Heralding a new era of conservation, AWF welcomes guests to visit the recently built Conservation Centre, located in Karen, a suburb of Nairobi in Kenya. A generous gift from AWF's trustees, the Centre serves as AWF's headquarters on the continent and also as a gathering place for conservationists, wildlife experts, and other constituents working to advance conservation throughout Africa.

Supporters and stakeholders are invited to visit the Centre to learn about conservation issues, discuss strategies for the future, or host their own environmental functions.

## NATURE'S BEST PHOTO CONTEST

Nothing captures Africa's magnificence quite like a well-framed photo. Pictures can arrest our attention in one fleeting glance and move us to tears... or action.

That's why AWF decided to sponsor a new "African Wildlife" category in the prestigious Nature's Best Photography Windland Smith Rice International Awards. Photographers, professional and amateur alike, submitted their best shots, some of which were chosen for exhibition at the Smithsonian's National Museum of Natural History from April through September 2011.

Contests like this are just one of the ways in which AWF promotes knowledge of and interest in Africa's wildlife, with the belief that an informed and interested public will be inspired to advocate for greater protection of the continent's remarkable natural treasures. Visit [awf.org/naturesbest](http://awf.org/naturesbest) to learn more about the winners and their amazing subjects—and get your cameras ready for the next Nature's Best competition!



## WILDLIFE SEMINAR

In the winter of 2011, AWF teamed up with the Aspen Institute—an international nonprofit dedicated to fostering leadership and open-minded dialogue—to host our 2011 Africa seminar, "50 Years of Conservation in Africa," in South Africa.

Moderated by executives from both organizations, the seminar combined opportunities to learn about the natural wonders of Africa with intellectually stimulating conversation and debate.



## 50TH AT BROOKFIELD

Last summer, AWF celebrated its Golden Anniversary at Chicago's Brookfield Zoo, inviting supporters to join CEO Patrick Bergin and other staff members for a day of fun and a members-only evening BBQ. Close to 900 AWF guests donned VIP badges and enjoyed a day of activities at the zoo.

"These animals are ambassadors for their counterparts in the wild. By educating the public and supporting organizations like AWF—the conservators in the field—events like this highlight what we all can do to help save species in their own environments," explained Trustee Chair Dennis Keller.

# A KIWI CONSERVATIONIST COMMITTED TO AFRICA

David Thomson



New Zealander David Thomson's excitement for AWF and his new role as chair of AWF's Board of Trustees is palpable. Whether it's discussing the role of social media in garnering donor revenue or the ways in which an international board can help AWF's conservation effort, this international investor and longtime AWF supporter clearly has ideas he wants to share. Here's what Thomson had to say about his plans for AWF:

**Q. Under your tenure, what role will the Board of Trustees play in AWF's conservation mission?**

**A.** AWF has just celebrated its 50th year of conservation in Africa, and the board has been led with great authority and foresight by my predecessor, Dennis Keller. He has helped AWF become a stronger and more vibrant organization.

My role will be to continue to develop the board's strength and support. We need to focus on our philanthropy efforts, as we need strong funding to continue to grow. I am particularly interested in AWF's structure and want to make sure that each department has a strong foundation.

AWF is expanding from its nine Heartlands to a broader, pan-African spectrum. The board must play a balancing game to ensure that we have adequate resources to support our traditional regions while considering the strong needs of wildlife conservation in areas that are new to us.

**Q. How do you believe an international board will help toward conservation in Africa?**

**A.** The board is currently well-represented internationally: We have five Africans, six Europeans, and a lone Antipodean! I do, however, believe that strong representation from Asia could help AWF combat the demand for illegal ivory and rhino horn across Asia.

With plummeting numbers of lion, elephant, cheetah, and rhino, the broader the international representation we have on our board, the stronger and more agile we will be in achieving AWF's mission.

Besides, if we want to see Africa's wild lands and wildlife endure, we all have a responsibility to support Africans in the conservation of their natural resources.

**Q. We know you are active on Twitter. How do you think this new medium can contribute to conservation action?**

**A.** Yes, I do have a Twitter account. I live in Silicon Valley and have watched the amazing growth of technology, software, and Web development in recent years, not to mention the social networking explosion. I believe we need to always be receptive to the benefits new approaches and technologies can have in sharing our message and connecting with people who share our vision.

I also want to find how social networking can enhance our revenue stream. I'm currently fascinated with the new crowdsourcing craze and how AWF could use this for African wildlife conservation.

**STRONG  
REPRESENTATION  
FROM ASIA COULD  
HELP AWF**

**Q. What do you see as Africa's biggest conservation challenge in the coming years?**

**A.** The biggest challenges for the future are the same challenges we have today: the inverse relationship between a growing human population and the decline of land and resources capable of supporting that growth and sustaining viable wildlife populations. Increasing numbers of people are trying to make a living and raise a family on land where vast herds of wildlife congregate and disperse. It doesn't matter whether we're talking about Africa, Patagonia, or the Rocky Mountains. This is a universal dilemma, and many great organizations are looking for good solutions.

## OUR BOARD OF TRUSTEES

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This board listing reflects trustees who served during the 2011 fiscal year, as well as those serving at the time of report production.

*We thank our many generous supporters.*

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Page 41. Brookfield zoo event, Jim Schulz/Chicago Zoological Society

Page 42. AWF chairman David Thomson, Paul Thomson

AWF greatly appreciates the contributed photography supplied to us throughout the year, from Billy Dodson Photography ([www.savannaimages.com](http://www.savannaimages.com)), Daryl & Sharna Balfour, and our very own Craig R. Sholley.

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AWF's annual report production team gives our sincere thanks to everyone who assisted in helping to produce this annual report.

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# OUR MISSION

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

**Back Cover:** *Biomass map.* Over the next 50 years, as human populations encroach on previously uninhabited wild lands, we must make crucial decisions about how to balance economic development and the management of natural resources in Africa. Can wildlife conservation coexist with development and not be a casualty?





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