















Laly Lichtenfeld, Ph.D. Co-Founder and Chief Executive Officer

"It's not just the conditions for wildlife that are improving across our conservation landscapes. The people living in our 28 partner communities are increasingly embracing conservation and coexistence. As a result, their livelihoods are changing for the better. The dedication and effort of the local people have played a critical role in the success of our community-driven initiatives. Their partnership is essential, inspiring, and humbling."

#### Dear Friend,

On a recent morning game drive, I witnessed an incredible array of wildlife – fringe-eared oryx, buffalo, eland, impala, zebra, giraffe, wildebeest, hartebeest, dik-diks, vervet monkeys, and bat-eared foxes. Though the lions eluded me as they sometimes do, their roars at night continue to assure me of their presence. With your support, we've brought them back from the brink in key landscapes. In others, they are beginning to reestablish a presence.

My life at Noloholo keeps me energized and hopeful by allowing me to witness firsthand the tremendous impact of our work—a pasture protected, a local woman inspired, a lion still roaming the landscape. In the following pages, I am excited to share with you exactly how we define our impact and what makes us stand out as an organization transcending the boundaries of conservation and community development. We are finding the balance for communities and nature, and we plan to use our

unique strengths—honed over more than a decade to propel us into a strong and sustainable future.

Over the coming years, I hope you will continue to be a part of our journey. Our team is bold and energized. We intend to accelerate our impact, with a goal to quadruple our programmatic reach over the next decade. We have some exciting projects on the horizon, such as our new university scholarship program. And, we're embracing opportunities to expand our footprint. Most recently, we were selected to join The Long Run, a global community of naturebased businesses, to share our lessons learned in community-driven conservation with its members.

We're very proud of the impact we've made in northern Tanzania so far. For the sixth consecutive year, key wildlife populations have experienced sustained increases across our targeted monitoring area. We've also seen more big cats over the past year than ever before, including repeat sightings of a mother cheetah with her four growing cubs near

our center (above). It's not just the conditions for wildlife that are improving across the landscapes where we work. The people living in our 28 partner communities are increasingly embracing conservation and coexistence. As a result, their livelihoods are changing for the better. The dedication and effort of the local people have played a critical role in the success of our community-driven initiatives. Their partnership is essential, inspiring, and humbling.

Our success would not be possible without you our valued supporters, partners, and colleagues. Thank you so much for your continued dedication to creating a balanced, secure, and resilient future for Africa's people and wildlife.

With gratitude,

Laly L. Lichtenfeld, Ph.D.

Co-Founder and Chief Executive Officer

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## FINDING THE **BALANCE FOR PEOPLE AND NATURE**

We believe we achieve maximum impact when our team and partners implement win-win solutions for people and nature. Because our community partners are invested in the design of every project, the results are powerful and sustainable. Each of the following strategic priorities embodies this balanced approach.



#### **HUMAN-WILDLIFE CONFLICT PREVENTION**

When humans and wild animals are able to coexist peacefully, both can thrive. Through innovative solutions that balance science and technology with traditional local knowledge. APW reduces human-wildlife conflict, improves livelihoods, increases access to information. reinforces the importance of conservation, and contributes to habitat preservation. See page 17 to learn about the recent success of this priority.

#### WILDLIFE AND HABITAT PROTECTION

A healthy environment is crucial for the livelihoods of rural people and the survival of wild animals in northern Tanzania. Through large-scale habitat protection efforts, wildlife monitoring and tracking, and community-led anti-poaching patrols, APW partners with local people to conserve endangered species and safeguard natural resources. Read about the latest impact of this work on page 18.

#### SUSTAINABLE ENTERPRISE DEVELOPMENT

By combining entrepreneurship with eco-friendly business principles, APW's sustainable enterprise programs uplift communities while protecting the environment. Our Women's Beekeeping Initiative is empowering rural women while protecting critical wildlife habitats. Meanwhile, we are working to strengthen the ability of rural communities to benefit from sustainable wildlife tourism. The Oldonyo Nape campsite, which is 100 percent community-owned and operated, serves as a revenue source for local people and reinforces the value of surrounding wildlife populations. The impact of these efforts in 2017 can be found on page 19.





"Communities are starting to recognize the benefits of protecting wild animals. The village of Loibor Siret now has its own community campsite, and many people understand that wildlife can be a big tourism draw."

**GERARD RAPHAEL** COMMUNITY GAME SCOUT LEADER **COMMUNITY-LED NATURAL** 

## RESOURCE MANAGEMENT

We work hand in hand with community members to protect water sources and to ensure that local pastures are kept open and flourishing for the people, livestock, and wildlife that share these critical habitats. In 2017, our Sustainable Rangelands Initiative made great strides to co-create a community monitoring system that is easy to implement and generates real-time data on rangeland conditions. See page 20 to learn more about the impact of this work.

## **EMPOWERING COMMUNITY LEADERS**

At APW, we believe that impact should be sustainable. By investing in rural Africans and supporting their selfsufficiency, we ensure that they are empowered to effect change over the long term in a responsible way. We strive to uplift and mobilize our co-workers and fellow community members, with a special emphasis on women and youth.



#### **WOMEN'S BEEKEEPING INITIATIVE**

APW prepares local women to be successful business owners over the long term. Through ongoing training and support, more than 950 members of our Women's Beekeeping Initiative are gaining financial independence, increasing their involvement and status in the community, investing in health care, sending their children to school, and reducing their families' environmental impact. The women also support one another through mentorship and knowledge sharing.



#### WARRIORS FOR WILDLIFE

As lifelong local residents, Warriors for Wildlife uniquely understand the challenges faced by people who live among wildlife. Working across five conservation landscapes, this 45-member team is highly trained to provide rapid response to human-wildlife conflict events, install and monitor Living Walls, educate communities about conservation, track large carnivore presence, collect and analyze real-time data from the field, and locate lost livestock.



#### YOUTH ENVIRONMENTAL MENTORS

Supported by APW, 15 graduates of our youth wildlife clubs serve as role models for other local young people. Working weekly with the wildlife clubs in their respective communities. Youth Environmental Mentors organize events, engage participants in outdoor activities, and lead discussions on conservation. By sharing their knowledge with the next generation, these young leaders help to ensure a sustained understanding of environmental protection.







#### **COMMUNITY RANGELAND MONITORS**

Our Sustainable Rangelands Initiative mobilizes local people to make timely decisions about the management of their grasslands. Through regular data collection, assessment, information sharing, and active management, 16 volunteer rangeland monitors—selected in conjunction with local leaders—use a mobile-based reporting system to provide updates on pasture quality to their community networks. The project is already generating visible results, including increased grass height, reduced areas of bare ground, and the return of important plant and wildlife species to community-managed grazing areas.

"Big cats have a lot of cultural significance in my community. I became a **Warrior for Wildlife to help** educate the local people on how to protect their livestock and live harmoniously among wild animals."

> SIMON NDAGOLOI WARRIOR FOR WILDLIFE

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#### **NOLOHOLO SMALL PROJECTS FUND**

The Noloholo Small Projects Fund empowers rural people to lead their own conservation initiatives. Through access to training, support, and capital, communities implement projects that protect vital watersheds, supply rainwater to local schools, and conserve pastures for use during drought conditions. APW is currently partnering with the village of Ngoley, where local leaders are initiating sustainable rangeland management practices and the renovation of a dam to protect the local water source.



## **ASSURING** QUALITY

To ensure that our positive impact on people and wildlife is deep and firmly established, APW emphasizes quality before quantity. Our organization and programs grow and evolve from a solid foundation, and we have important mechanisms in place to evaluate and establish reliable outcomes.

# **BUILDING ON A SOLID FOUNDATION**

At APW, we assure that our work is making a real difference in the lives of people and wildlife before we plan for the growth and expansion of our efforts.

We are focused on positive, real, on-the-ground impact, and we are committed to achieving strong results and measurable outcomes. We also recognize the need to remain adaptive and dynamic in the face of change, so we set an appropriate pace and adjust it as needed to achieve our targeted goals. For example, our Women's Beekeeping Initiative has been growing slowly while we strengthen and refine the systems we currently have in place for 52 women's groups.

We are a nimble and flexible organization, astute at listening to the ideas and needs of our constituencies. By evaluating existing practices, encouraging strong science, and learning from our experiences and partners, we continually scrutinize our programs and push the needle forward to develop new models, tools, and concepts.





## MEASURING IMPACT. MONITORING EFFECTIVENESS

Ensuring the positive impact of our work requires a science-driven and adaptive approach to conservation and community development. Our field teams collect data using smartphone apps such as Open Data Kit Collect and Cybertracker. Our Monitoring and Evaluation team receives the data on a central server and processes it quickly, efficiently, and effectively. The efforts of our team and partners are strengthened by access to this timely and detailed information, enabling us to continually evolve our programs for maximum impact.

"APW doesn't start with answers and try to force reality to fit their ideas. Rather, they listen locally, design possible solutions. learn what works and what doesn't, and then adjust and adapt as needed."

> MICHAEL WRIGHT FORMER PRESIDENT. **AFRICAN WILDLIFE FOUNDATION**

# 3.

### **INVESTING IN STAFF**

We are dedicated to the long-term professional growth of our staff, over 96 percent of whom are Tanzanian. We encourage and support their continued skills development and knowledge expansion through mentorships, conferences, and seminars. As a result, our team members are true conservation leaders whose ideas and dedication contribute to our success on the ground every day. Below, program officer Neovitus Sianga leads a training on sustainable rangeland management in the village of Mungere.



12 AFRICAN PEOPLE & WILDLIFE

## **LEVERAGING** PARTNER EXPERTISE

We champion partnerships—locally, regionally, and globally—to create effective and meaningful engagement and amplify our combined impact on the ground. We develop long-term, strategic relationships with our partners to achieve shared goals and create lasting, sustainable change.



### **NORTHERN TANZANIA RANGELANDS INITIATIVE**

We are proud to be a founding partner of NTRI, which strives to create long-lasting, transformational change across the northern rangelands landscape. This collaboration of 10 organizations maximizes regional impact by leveraging its collective strengths, skills, and expertise. Together, we envision a world that supports both people and wildlife and is resilient to climate change and human population growth.

# **TRIAS**

Trias plays an integral role in supporting the expansion of our human-wildlife conflict prevention and sustainable rangeland management efforts in the Engaruka Valley and Lake Burunge-Manyara landscapes. Together, we are uplifting livelihoods and protecting vital wildlife habitats via the Belgian aid-supported STRONG program. This joint effort emphasizes building the capacity of local, member-based farmer and pastoralist organizations to use natural resources sustainably.





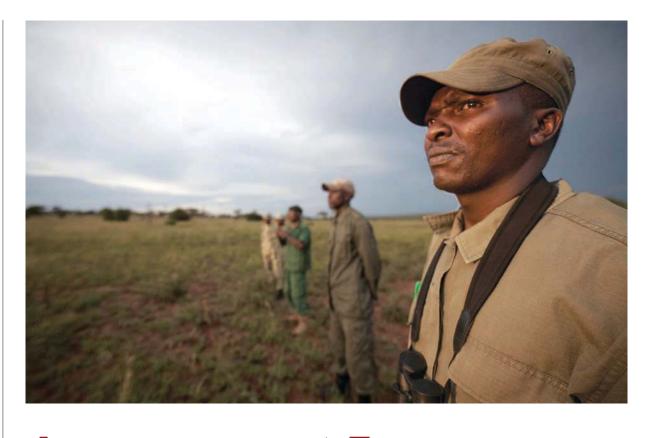
### 3. **PATHFINDER INTERNATIONAL**

Together with our partner, Pathfinder International, we are helping to strengthen outcomes for population, health, and the environment (PHE) across northern Tanzania. APW's Living Walls are an important criterion for Pathfinder's "model bomas," which showcase households that exemplify healthy and sustainable behaviors. We are also working with Pathfinder to incorporate a PHE curriculum into our youth environmental education programs.



JOHN KERKERING EAST AFRICA REGIONAL ADVISOR. **U.S. FOREST SERVICE** 





#### **U.S. FOREST SERVICE**

Our partnership with the U.S. Forest Service (USFS) combines technical expertise with traditional and cultural knowledge to create effective, sustainable conservation solutions. Through an ongoing collaboration between APW, USFS, and the community of Loibor Siret, we are working to increase local resilience to climate change by protecting the watershed and improving rangeland conditions.

5.

#### **LOCAL TANZANIAN COMMUNITIES**

Throughout all of our work, we leverage the traditional knowledge and expertise of local people. Their partnership is essential to the ongoing positive impact of our programs. Currently working with 28 communities, we build longterm relationships and approach conservation challenges from a cooperative perspective that recognizes the highly relevant experience of the people around us. Community members are also valued members of our staff and field teams.

## **EXPANDING OUR FOOTPRINT**

After honing our unique strengths and experience over the past decade, we are committed to accelerating and scaling our impact in the coming years. By sharing our model and increasing global awareness of our conservation philosophy and approach, we plan to expand our footprint to new parts of Africa and beyond.

## **GLOBAL OUTREACH**

As our success gains significant recognition, APW is receiving more requests to share what we have learned and how we approach our work. In 2017, we explored numerous opportunities to engage with conservation partners and audiences throughout East Africa and across the globe.

In association with the Range Wide Conservation Program for Cheetah and Wild Dogs, we hosted the National Cheetah Coordinators course for individuals from 11 African governments. Participants learned the skills required to carry out national conservation action plans for cheetahs and wild dogs in their respective countries. By sharing our model with other conservationists in this way, we can expand our footprint without increasing costs on the ground.

We also reached new audiences through media features, co-authorship of three peer-reviewed publications, and speaking venues including The Explorers Club, Jackson Hole Wildlife Film Festival and Wild Cat Summit, National Geographic, U.S. Forest Service, and Yale University.





# **COTTON MADE IN AFRICA**

The Cotton made in Africa initiative (CmiA) trains smallholder farmers to implement efficient and environmentally friendly cultivation methods, empowering them to uplift their livelihoods, protect their health, and preserve the natural world. In 2017, CmiA approached APW to build on their experience engaging community members around conservation issues and preventing human-wildlife conflict. In addition to this guidance, APW will share lessons learned from our Women's Beekeeping Initiative. In turn, CmiA will provide support for the expansion of the program.

"As a recognized leader in the field of community-driven conservation, APW is a true asset to The Long Run's membership. Their holistic approach aligns with our vision of a world in which business, nature, and people work together for a sustainable future."

JOCHEN ZEITZ **FOUNDER. THE LONG RUN CO-FOUNDER, THE B TEAM AND ZEITZ MOCAA** 

#### THE LONG RUN

APW was recently selected to join The Long Run, one of the world's largest business-led sustainable development initiatives. As an Affiliate Member, APW has committed to sharing its experience, knowledge, and expertise in community-driven conservation with The Long Run membership, who are working to maintain a healthy and productive planet for posterity. Collectively, members of The Long Run aspire to conserve 20 million acres of biodiversity and improve the lives of two million people by 2020.





# HUMAN-WILDLIFE CONFLICT PREVENTION

Our Living Walls and Warriors for Wildlife programs positively impact both people and wildlife. Livestock attacks at the homestead have dropped by 90 percent in areas with a high Living Wall density. As a result, a recent study showed that 94 percent of Living Wall owners experienced financial savings. Lion prides continued to re-establish territories in two of our high-conflict landscapes, and a third landscape showed increasing lion presence. Impact in 2017 also included:





Retaliation attempts against lions prevented



104

Large carnivore sightings





Warriors for Wildlife team members added



172

New Living Walls constructed



13,500
People impacted daily

by 900+ Living Walls



19,436
Trees planted to build Living Walls

### **WILDLIFE AND HABITAT CONSERVATION**

An APW-supported team of eight Village Game Scouts (VGS) protects nearly 700,000 acres of critical habitat. On an ongoing basis, they prevent illegal activities, search for lost livestock and people, and rescue stranded animals. They also conduct wildlife counts to monitor prey species populations in our target area. Recently, the VGS conducted several large-scale, joint operations with community and government teams. Impact in 2017 included:



6<sup>th</sup>

Consecutive year of sustained increase in key prey species populations



Scout team

Baby elephant

rescued from a well

Commanding Officer

added to Village Game



Endangered or vulnerable large mammals protected



25

Illegal charcoal operations disrupted



10,000+

Illegal logs prepared for charcoal use collected



### SUSTAINABLE **ENTERPRISE DEVELOPMENT**

Our Women's Beekeeping Initiative uplifts more than 950 rural women while protecting the environment through the sale of wildlife-friendly honey. Meanwhile, the 100 percent communityowned and operated Oldonyo Nape campsite empowers local people to benefit from sustainable wildlife tourism. The community recently began receiving guests at the campsite and we anticipate significant use in 2018. Impact in 2017 included:



\$13k+

Provided to women's groups for beekeeping support (USD)



In profits from honey sales paid to women's groups (USD)



215

Beehives purchased to hang in wildlife habitats



1,100 Kilograms of crude honey harvested



**52** 

Microgrants awarded



Local people took part in a guide training course

### **COMMUNITY-LED** NATURAL RESOURCE **MANAGEMENT**

Following notable success in three pilot villages, we carefully expanded our Sustainable Rangelands Initiative to train, empower, and mobilize new communities, including several in critical wildlife corridors. As it matures, this initiative will continue to yield valuable information such as trends in pasture quality, improved governance, and more informed local leadership. Impact in 2017 included:



8

Communities joined the Sustainable Rangelands Initiative



\$5k

81

Community members

took part in rangeland

management seminars

Grant awarded for a dam restoration project (USD)



**Active Community** Rangeland Monitors



New conservation landscapes reached



Wildlife species returned to Ngoley pastures



### YOUTH **ENVIRONMENTAL EDUCATION**

To date, we have educated more than 7,000 schoolchildren about conservation issues through wildlife clubs, week-long environmental summer camps, and national park field trips. We have also awarded 57 high-achieving students with full-ride secondary school scholarships, with five recent graduates currently pursuing higher education opportunities. Impact in 2017 included:





**New Noloholo** Environmental Scholarships granted



Youth took part in environmental summer camps





Active wildlife club members



**Active Youth Environmental Mentors** 



University scholarships granted



300

Students joined in World Lion Day celebrations

### ON THE HORIZON

"National Geographic is proud to support APW's success in the recovery of wildlife populations and ecosystems in northern Tanzania. We appreciate the vision and innovation of their team, and we look forward to being a part of their continued growth."

> **GARY E. KNELL CEO, NATIONAL GEOGRAPHIC PARTNERS**





#### Programmatic Expansion

Our goal is to quadruple our reach over the next decade. As part of this effort, we will construct a minimum of 2.700 more Living Walls by 2028 and double our engagement in the Kilimanjaro-Amboseli ecosystem.



#### **Technical Innovation**

In the coming year, APW plans to pilot a new tracking system to prevent conflict between lions and livestock at pasture. Once in place, we expect this approach to significantly reduce livestock depredation events that occur during grazing times.



#### **Partner Outreach**

To help improve community-government relations in Tanzania, we are developing a human-wildlife conflict prevention seminar. Initially targeting local authorities, the seminar will enable us to share our expertise with new partners.



#### **University Education**

We are piloting a program to support the university studies of our first Noloholo Environmental Scholarship graduates. To date, two scholarships have been granted and five young people have completed or are currently pursuing higher education.

### **OUR TEAM**



#### **OUR STAFF**

APW's more than 125 program officers, educators, scientists, and community members drive our efforts on the ground. Most are employed and/or supported by our sister organization, Tanzania People & Wildlife (TPW), a registered nonprofit organization that implements our programs in the United Republic of Tanzania.

#### **OUR LEADERSHIP**

Our Board of Directors oversees high-level program direction and provides legal and financial oversight. The board also ensures that the majority of contributions fund our programs in the field.

APW's leadership is also guided by the strategic direction, insight, and expertise of our International and Scientific Advisory Councils. These distinguished leaders help to establish our organizational priorities and strategies, sharing the best and latest ideas from their fields to strengthen our mission and impact.

#### **Board of Directors**

Dr. Laly Lichtenfeld

President

**Charles Trout** Vice President

**Rosalie Ballantine** 

Treasurer

Mark L. Lichtenfeld

Director

### **International Advisory Council**

#### **Sean Gerrity**

Chief Executive Officer. American Prairie Reserve

#### **Tracy Higgins**

Professor of Law. Fordham Law School

Paula Kahumbu

CEO, Wildlife Direct, Kenya

#### **Edith McBean**

Jonathan Meade

Secretary

Director

Director

Ann C. Smith

Virginia Dean

Conservationist and Philanthropist

#### **Alais Morindat**

Consultant and Advisor. International Institute for **Environment and Development** 

#### **Tom Sturgess**

Farmer and Entrepreneur

#### **Scientific Advisory Council**

#### Dr. Sarah Durant

Senior Research Fellow. Zoological Society of London IUCN Cat Specialist Group Member

#### Richard Forsman

Rangeland Management Specialist

Former Rangeland Program Leader for the Intermountain Region, U.S. Forest Service

### **Professor Thomas E. Lovejoy**

National Geographic Fellow

#### **Professor Stuart Pimm**

Doris Duke Chair of Conservation. **Duke University** 

#### **Professor Oswald Schmitz**

Professor of Ecology, Yale School of Forestry and Environmental Studies

#### Dr. Amy Vedder

Lecturer, Yale School of Forestry and Environmental Studies

Former Program Director. Wildlife Conservation Society Africa Program

### FINANCIAL SUMMARY

#### Statement of Revenue and Expenses\*

Period: January to December 2017

Revenue Individuals \$146,057 Grants & Private Foundations \$706,650 \$4,620 Corporations \$42,012 Program Services In-Kind Services \$6,871

\$77 Investment Income **Total Revenue** \$906,287

#### Expenses

Conservation Programs \$852,233 General and Administration \$23,185 \$11.884 Fundraising \$887,302 **Total Expenses** 

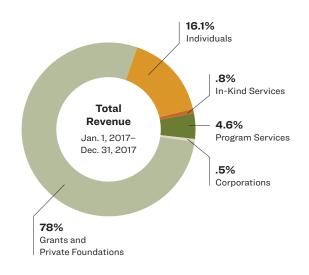
#### Statement of Financial Position\*

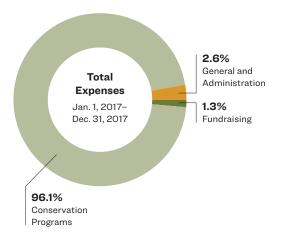
As of December 31st 2017:

#### Assets

Cash and Cash Equivalents \$406,869 \$420,647 Land and Buildings Property and Equipment \$139,400 \$966,914 **Total Assets** 

Total Liabilities and Net Assets	\$964,883
Change in Net Assets	\$17,951
Beginning Assets	\$946,932
Liabilities	\$2,031
Liabilities and Net Assets	





#### \*Combined total for APW and TPW



We would like to extend our warmest thanks to all of our supporters. With your help, we are creating a bright future for people and wildlife in rural Africa.

To protect their privacy, the names of individual donors are not listed.

#### **OUR 2017 FUNDERS AND PARTNERS**

### **Foundations and Organizations**

Abilene Zoological Society\*

CTW Foundation\*

Disney Conservation Fund\*

Friends of Serengeti Switzerland\*

Greater Cincinnati Foundation\*

Little Neck Douglaston Lions Club\*

Maue-Kay Foundation\*

Naples Zoo\*

National Geographic Society \*

Northern Tanzania Rangelands Initiative

Pathfinder International

Peaks for Prosperity

Schiff Foundation\*

The CCG Trust

The Nature Conservancy

TRIAS

Wildlife Conservation Society

Zoological Society of London

### **Businesses and Corporations**

Art Inspired by Africa\* Asilia Charitable Corporation

Bloomberg L.P.\*

UBS Matching Gift Program\*

#### **Government Agencies**

Belgian Development Agency

United States Agency for International Development

U.S. Forest Service

Support covers the period between 1/1/17 and 12/31/17 and includes donations made to Tanzania People & Wildlife.

<sup>\*</sup>Donors for three or more consecutive years



### **HOW YOU CAN MAKE AN IMPACT**

Together, we can create a brighter future for people and wildlife across northern Tanzania.

In 2017, over 96 percent of all donations directly supported our conservation programs. Donors are welcome to allocate 100 percent of a gift to a specific program or activity.

To ensure the long-term sustainability of African People & Wildlife, we created an endowment fund in 2015. If you wish to help build our endowment, please note this on your contribution and your support will be gratefully earmarked.

A variety of charitable gifts are accepted, including:

- Cash contributions
- CDs, savings accounts, brokerage accounts
- Marketable securities (stocks)
- Matching gifts programs
- Mutual funds, IRAs, annuities
- Real estate and personal property
- Trusts and bequests

For more information or to make a donation, please visit africanpeoplewildlife.org/donate or contact us at giving@africanpeoplewildlife.org.

Thank you for your generous support!

African People & Wildlife is a U.S.-registered 501(c)(3) organization. All donations are tax-deductible to the full extent of the law (EIN: 20-3153855).



