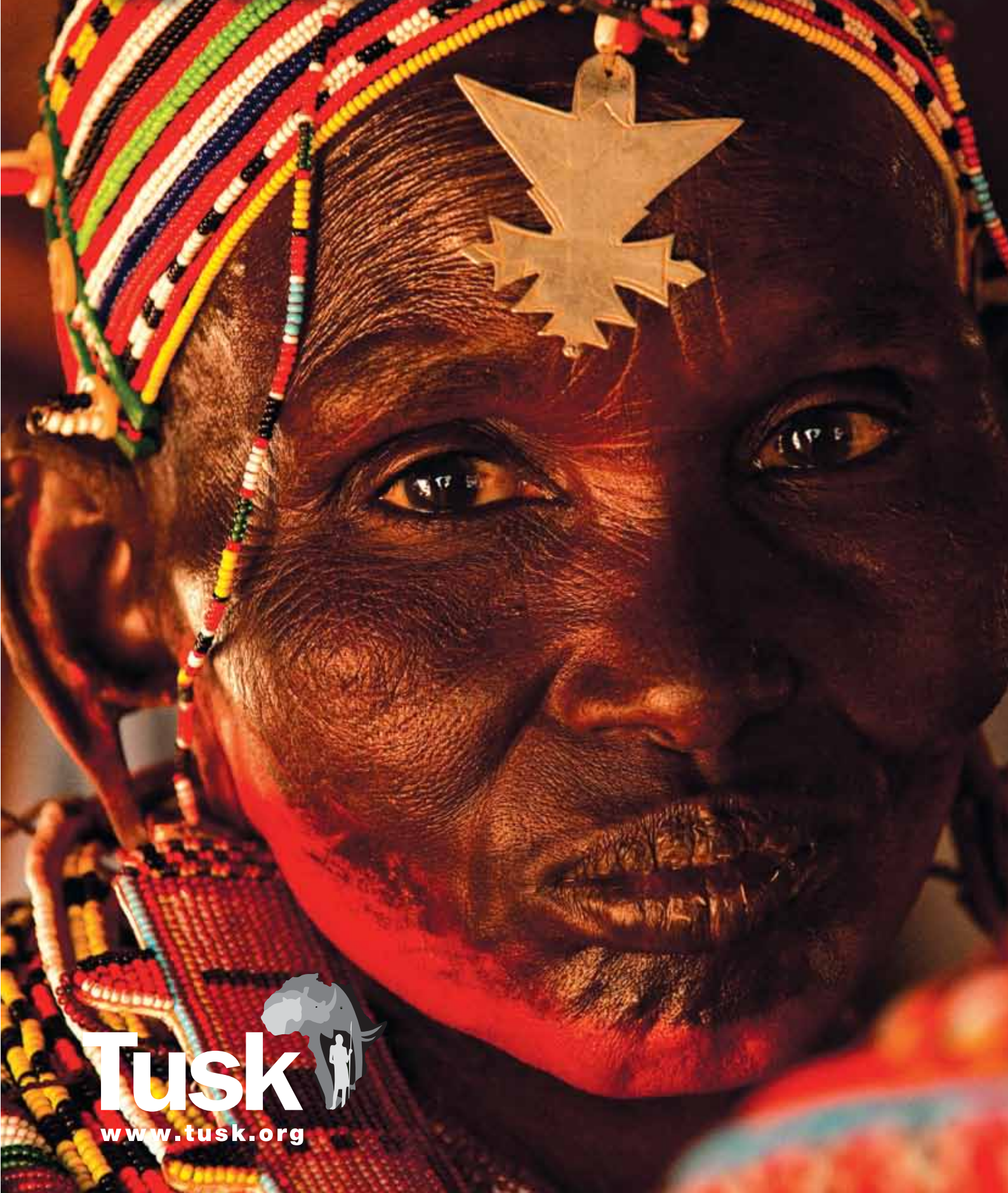


# TuskTalk







Tusk is about making a difference to the lives of Africans who live alongside wildlife. It helps communities change the way they prepare for the future by creating a deeper understanding of the Continent’s unique natural heritage.

Tusk have had a very successful year, gathering momentum and strength. I would like to congratulate the team on their tireless hard work, energy and freshness of thought. Catherine and I saw this for ourselves in July in Los Angeles, where we were delighted to attend the launch of Tusk’s American Patrons Circle.

The challenge to conservation in Africa becomes ever more formidable and immediate. Indeed, the future for some of Africa's iconic species is bleak - which is why Tusk’s work is needed now more than ever. Innovative ways of working, supported by Tusk, continue to do much to resolve the potential conflict in areas where burgeoning humanity lives alongside fragile ecosystems and species. Thanks to programmes associated with Tusk, many communities now thrive in beneficial co-existence with the diverse natural environment that surrounds them.

However, the escalation of poaching threatens all this. Over the past year, unprecedented numbers of rhino and elephant have been killed illegally for their horns and tusks, and lion populations are dwindling. Today, perhaps more than ever before, Africa’s natural heritage – this incredible, sustainable resource for our and future generations – is gravely threatened.

This is why Tusk’s PACE programme is so vital, educating local people to create a sustainable life balance with the wonders of Africa’s nature. Already, it has made a real difference. Going into the future, it represents one of the most powerful tools to strengthen communities, combat poaching, and save what is irreplaceable.

# Protecting Wildlife Supporting Communities Promoting Education

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# Welcome

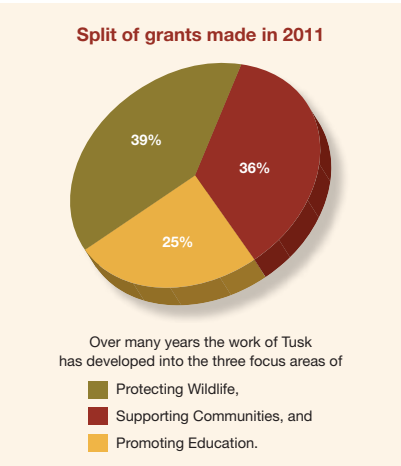
“If current mortality rates are allowed to continue major populations of these iconic species could face extinction over the next 10-15 years.”

2011 was a successful consolidation year for Tusk where we continued to achieve strong revenues, kept our costs under good control, continued our support of work in the field, and began the delivery of our strategy for the next five years to 2015. However, the severe escalation of poaching of both elephant and rhino, which had begun to surface in 2009, dominated the African conservation landscape in 2011.

In this edition of Tusk Talk we talk about the many initiatives that were progressed during the year, but also highlight this worsening and deeply concerning poaching development which requires our full attention and input.

**Good results for 2011**  
The year to December 2011 was a solid period in terms of funds raised. Gross consolidated revenue of £2.25m\* was achieved in the UK while Tusk USA generated an impressive \$1.44m\*. The funds allocated by Trustees towards our Charitable Activities to support our conservation, community and education programmes amounted to £1.59m\* in the UK and \$1.12m\* in the US. This allowed us to

maintain a consistent level of support for our core projects whilst also helping some new initiatives, details of which you will find in this edition. The total number of projects supported in 2011 was 52.  
We have also grown our capital endowment within the Tusk Foundation to a total of £347,726\* and the continued building of this remains a key priority for our long-term planning.  
In addition, we made a very significant step forward in raising international awareness of the Tusk brand through the launch of our *US Patrons' Circle* in Los Angeles in July kindly attended by The Duke and Duchess of Cambridge, and later in the year through the very successful *Iconic Africa* event in New York.



**Our five year strategy to 2015**  
Tusk has benefited in recent years from having a broad strategic framework within which to develop, and during 2011 we completed our third successive five year review for the period to 2015. This was exciting work, which reconfirmed Tusk's core mission and has enabled us to prioritise our effort into key areas at a time of global uncertainty, not least in the financial outlook. Against this background we are focusing on four key themes:

- **Build on the conservation work to date** – which includes nurturing our existing project portfolio, finding new quality project opportunities, and raising the profile of our 'voice' in appropriate settings to support the work of others;
- **Secure financial robustness** – sustaining our existing revenue bases in UK, USA and around the world, achieving a top ranking 'cost to income ratio' in our peer group, and growing the Tusk Foundation;
- **Broaden the support base** – building on all our relationships around the world, with a strong presence in USA and among the next generation of conservationists; and

- **Create internal capacity for growth and development** – improving our due diligence network on projects, development of our global governance structure including the establishment of our Global Advisory Board, and adding resources in the team to cover this array of work.

Overall, Tusk continues to balance these objectives, and to strive to work effectively to achieve tangible results today, which includes building its own capacity.

**The new poaching crisis**  
As we write one of Tusk's immediate concerns is to support activity addressing the spiralling elephant and rhino poaching. The situation, according to a number of experts, is now potentially catastrophic.  
And while poaching is not a new phenomenon from which populations have previously recovered, so much is developing across the African continent – including an irreversible loss of wilderness, and with poaching organisations having more resources and better communications to pitch against weakened government resources – that lateral thinking and new ideas will be needed for

progress to be made. For Tusk this means more intense work in all our three sectors of activity – among wildlife, in communities and through education – in support of this priority.  
We are already engaged in supporting work focused on obtaining accurate information from which to base a campaign of action aimed at all major parts of the ivory value chain, and we are developing links with specialists, such as WildAid, who have considerable experience in public sector broadcasting in China and the Far East.  
**Thank you**  
Thank you for your support. We hope you find these pages interesting and inspiring. Perhaps more than ever before we need to continue our work together and seek to make a tangible difference on the ground in conservation in Africa.  
Thank you for all you have done for Tusk!





In this edition of Tusk Talk we are forced to face the horrific reality that illegal poaching of elephant and rhino across Africa for ivory and horn is once again approaching a crisis point. Twenty-two years ago when Tusk was established, the world faced a similar situation which, fortunately, led to the introduction of the international ivory ban by CITES (the Convention on International Trade in Endangered Species).

# Looking to the future

Over the last year and in spite of the longstanding CITES ban, poaching has resurfaced and black market prices in both rhino horn and elephant ivory have escalated to such ludicrous levels that rhino horn has become more valuable than gold!

It is a sombre reminder of why the existence of conservation organisations like Tusk remains so important. During the last twelve months, our Trustees have responded to the crisis by investing significant additional funding into the efforts of many of our project partners to tackle and stem the poaching onslaught. This is a battle that we cannot afford to lose. In addition to supporting ‘the boots on the ground’, we are also seeking to address the demand side of the markets which drive this trade. We are urging governments in Africa and Asia to bolster their efforts to enforce domestic and international laws and to match the crime with a far greater punishment than many currently deliver. Do take time to read the excellent piece by Steve Trent on pages 12-15.

## Growth in the USA

On a much more positive note, I am delighted to report that Tusk Trust and Tusk USA both produced strong financial performances in 2011. In spite of the extremely tough economic conditions, Tusk Trust’s gross revenue in the UK increased by 5% on the previous year and amounted to £2,255,407\* while Tusk USA saw its revenue jump by 72% to \$1,440,731\*. The growth in the US was boosted by the impact of The Duke and Duchess of Cambridge’s attendance at the launch of Tusk’s *US Patrons’ Circle* in Los Angeles on the final day of their highly successful North American tour in July 2011 – see pages 10-11 for a full report.

The Royal Tour gave us a rare opportunity to invite a small number of existing and potential donors to a private reception in the beautiful gardens of the home of film producer and New York Giant’s owner, Steve Tisch. The event, which was generously sponsored by Land Rover and Dom Perignon, provided Tusk with invaluable media exposure with over 500 articles appearing in the media across the world.

Earlier in the year, Tusk USA’s Board had appointed Meredith Ogilvie-Thompson as the organisation’s US Executive Director who was tasked with developing the trust in the States. This important step has enabled Tusk USA to forge ahead over the last twelve months and make a significant contribution to Tusk’s overall grants programme and support a wide range of projects across the continent. We look forward to building on this success in 2012.

## Fundraising activities

In the UK and Kenya, our small but highly motivated team continued to liaise with our projects, providing both logistical and financial support. The team also managed to, again, organise a hectic programme of events including, amongst others, an exciting new contemporary art event, *Tusk Modern*, and two great evenings at Dundas Castle in Edinburgh as well as The Merchant Taylor’s Livery Hall in London.

Our single largest event, however, continues to be the Safaricom Marathon, held for the 12th year at the Lewa Wildlife Conservancy in Kenya. The event, again, surpassed expectations by raising \$500,000 which was allocated to a wide range of conservation, community and education projects across Kenya. We are indebted to Safaricom, Kenya’s leading mobile phone company, for their continuing title sponsorship of this now world-renowned marathon. Similarly I would like to pay tribute to all the teams, most notably Deutsche Bank, BlackRock and Huawei, for their incredible fundraising. The enthusiastic participation of our overseas corporate partners remains the secret to the success of this unique event.

The combined funds allocated by UK and US Boards towards their conservation activities amounted to £2.33m/\$3.5m, and provided invaluable and sustained support to 52 projects.

In addition Tusk’s PACE environmental education programme continued to be adopted by a huge number of schools not only in Africa, but also amongst schools in the UK and USA.

## The future

Our philosophy has always been to build long-term partnerships with our project partners – conservation cannot be a ‘quick fix’ and the need to follow through and maintain support is critical. Tusk’s reputation has been built on its ability to identify and maintain its investment in some of Africa’s most valuable and successful conservation initiatives over many years – our strategic partnerships with the Lewa Wildlife Conservancy, Mkomazi, Mokolodi, Namunyak, the Northern Rangelands Trust, Painted Dog Conservation, Lamu Marine Conservation Trust, Koiyaki Guiding School and the Uganda Conservation Foundation all date back a decade or more. We are not about to abandon this approach. Furthermore our commitment to funding associated community development and education programmes continues to highlight the recognition that the long-term future for wildlife and the natural world relies upon a successful coexistence with indigenous populations.

The future is also about Tusk’s ability to attract the support of upcoming generations. When Tim Ackroyd and I chose to establish the Charity twenty-two years ago, we were turning 30; today we must seek to draw upon the energy, enthusiasm and support of those younger generations, who are undoubtedly more aware of the issues than we were when leaving school. We must encourage them to help us build the future of this organisation. We are very fortunate to have a core younger group with whom we are working to make Tusk relevant to every age group.

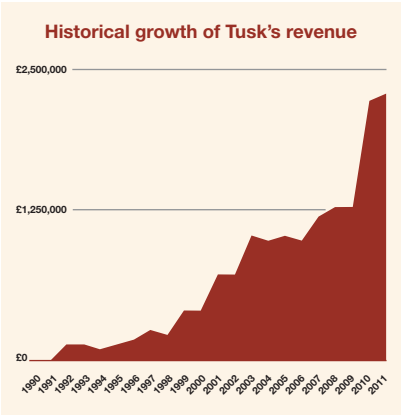
## Thank you

Finally I wish to thank our very many individual, corporate and trust donors across the world for your continued generosity – far too numerous to mention, I fear, but I do want to particularly recognise and thank British Airways, DHL, Land Rover, American Express, Artemis Investment Management, BlackRock, Deutsche Bank and Investec Asset Management for the longstanding support that they have each provided Tusk. Combined with the ongoing financial aid of a number of key charitable trusts, this high profile corporate support provides invaluable stability.

As ever, I am very grateful to all of our Trustees for the time and advice that they give voluntarily in the UK and USA and of course to our Royal Patron for his continued commitment and very deep personal interest in the work of Tusk.

The conservation challenges remain ever greater, but we continue to be encouraged by our achievements and the extraordinary efforts of our project managers and the remarkable bravery of the game rangers whom we support on the front line.

I very much hope we can rely upon your continued support in 2012.





# Project update

Tusk's work is diverse and covers a vast area in a large number of countries throughout Africa. We've highlighted a few of our current projects and, to help you see where we are, each one is numbered with their position shown on the globe.

- |                                      |              |
|--------------------------------------|--------------|
| 1. ALAOTRAN GENTLE LEMUR PROJECT     | Madagascar   |
| 2. CROSS RIVER GORILLA PROJECT       | Cameroon     |
| 3. TACUGAMA CHIMPANZEE SANCTUARY     | Sierra Leone |
| 4. CHIMPANZEE REHABILITATION PROJECT | Guinea       |
| 5. CERCOPAN                          | Nigeria      |



- |                                |         |
|--------------------------------|---------|
| 6. OMO-SHASHA-OLUWA INITIATIVE | Nigeria |
|--------------------------------|---------|
- Within West Africa, forest elephants occur in ever-shrinking and isolated pockets of woodland. The Omo-Shasha-Oluwa Initiative (OSO) focuses on the conservation of Nigeria's most significant forest elephant population and the protection of its range. The contiguous Omo, Shasha and Oluwa Forest Reserves are home to what is believed to be the only potentially viable population of African forest elephant (*Loxodonta cyclotis*) in western Nigeria. The aim of the project is to establish effective and sustainable management of this forest complex for the long-term protection of populations of forest elephants and associated species.
- A recent grant from Tusk has helped OSO purchase a vehicle thereby greatly enhancing the mobility of the project's team.

- |                                     |       |
|-------------------------------------|-------|
| 7. LEFINI GORILLA PROJECT           | Congo |
| 8. WALIKALI GORILLA LOWLAND PROJECT | DRC   |
- In recent years, the Walikali Gorilla and Forest Conservation Project has faced challenging circumstances. Ongoing insecurity in the Democratic Republic of Congo has resulted in great concern for both the endangered eastern lowland



gorilla and the future of project activities. Despite this, the gorilla trackers have remained committed to their roles and have maintained project activities as fully as possible. In addition, the project continued to build awareness of gorilla conservation in the surrounding communities.

Over the past 12 months, approximately 165 gorillas in 22 groups were observed. This figure has remained more or less unchanged over the past few years. In addition, a total of 23 chimp nests were recorded and, during patrols, trackers heard what they suspect is a very large number of chimpanzees calling to each other – a very hopeful sign that these elusive creatures are surviving in the region.

Last year, the Walikali team held meetings with village chiefs, discussing the impact of human pressure on the gorillas and their habitat. Through radio and film shows, the Walikali project has spread its message to an estimated 10,000 people, ensuring that those living alongside the Walikale Reserve are informed about conservation issues and encouraged to join in with efforts to safeguard the gorilla.

- |                              |          |
|------------------------------|----------|
| 9. GIANT SABLE PROJECT       | Angola   |
| 10. PAINTED DOG CONSERVATION | Zimbabwe |



- |                             |          |
|-----------------------------|----------|
| 11. SAVÉ VALLEY CONSERVANCY | Zimbabwe |
|-----------------------------|----------|
- During the last five years, poaching of rhino for their horn has re-emerged as a significant conservation threat in southern Africa. In Zimbabwe, this threat is greatly compounded by political instability, catastrophic economic decline, and a land reform programme which resulted in the settlement of thousands of small-scale farmers on game ranches and conservancies. Savé Valley Conservancy (SVC), with support from Tusk, remains a stronghold for conservation in Zimbabwe amidst a challenging political and economic climate.
- With an emphasis on preserving the black and white rhino, SVC continues to

make strides in anti-poaching efforts and environmental protection.

Amidst the escalating poaching crisis, SVC is increasing security efforts. Within the conservancy there is a heightened awareness of the rhino poaching challenge and the need for concerted action. In an effort to meet this challenge, SVC has held training courses for their anti-poaching staff and developed the Quick Reaction Force, a team trained and equipped for rapid response to poaching incursions. In addition, SVC has been strategically translocating black rhino from high risk poaching areas into safer zones within the conservancy, and intensive monitoring is maintained to confirm the presence and health of each individual rhino.

- |  |              |
|--|--------------|
| 12. AFRICAT                              | Namibia      |
| 13. SAVE THE RHINO TRUST                 | Namibia      |
| 14. MOKOLODI EDUCATION CENTRE            | Botswana     |
| 15. TACHILA NATURE RESERVE               | Botswana     |
| 16. BOTSWANA PREDATOR CONSERVATION TRUST | Botswana     |
| 17. COACHING FOR CONSERVATION            | Botswana     |
| 18. CENTRAL KALAHARI RESEARCH GROUP      | Botswana     |
| 19. CAPE VULTURE CONSERVATION PROJECT    | South Africa |
| 20. SOUTH AFRICAN WILDLIFE COLLEGE       | South Africa |



- |                   |              |
|-------------------|--------------|
| 21. THE BATELEURS | South Africa |
|-------------------|--------------|
- The Bateleurs, a non-profit flying organisation, has over 130 pilots who volunteer their time to carry out conservation missions such as: identifying illegal mining, roads and housing; tracking cheetah, wild dog, leopard and elephant; and counting dugong, the giant sable, or other rare species. The pilots frequently assist conservationists with aerial surveys that save personnel hours or even days on the ground.
- In the past ten years, the organisation has coordinated hundreds of missions, throughout ten different countries, in support of environmental issues. The volunteer pilots donate their own aircraft and time to fly these operations, thereby reducing the organisation's operational costs by up to 70%. The Bateleurs have flown between 50 and 75 missions per year for over 110 different beneficiary organisations. Tusk's recent contribution to the Bateleurs has helped to cover their operational expenses, enabling them to expand and continue their much-needed support.

CONTINUED OVERLEAF



The positions of the projects are an indication of their location and are not to scale



- 22. **NAMUNYAK WILDLIFE CONSERVATION TRUST** Kenya
- 23. **ILTUNGAI COMMUNITY CONSERVATION TRUST** Kenya
- 24. **LEWA WILDLIFE CONSERVANCY** Kenya
- 25. **LEKURRUKI CONSERVATION TRUST** Kenya



26. **LAMU MARINE CONSERVATION TRUST** Kenya  
Lamu Marine Conservation Trust (LaMCoT) is a community-based initiative initially set up to conserve the endangered sea turtles of Kenya's Lamu Archipelago. Its activities have expanded to include a number of related projects ranging from coral reef protection and environmental education to community development, bee keeping and community efforts to clear rubbish from local beaches.  
The conservation of sea turtles remains at the heart of LaMCoT's mission and, as a result of the team's dedicated efforts, annual turtle hatchings have increased from 1,865 to an average of 4,525. Today, with the help of the local population, LaMCoT has monitored, tagged and safely released over 400 juvenile and adult turtles back to the sea. Ex-poachers, who previously sold turtles accidentally caught in their fishing nets, now bring them to LaMCoT where they are tagged and returned to the sea as part of an ongoing research project. LaMCoT also sponsors four environmental clubs, involving 100 children who study marine conservation issues every week. Last year, with the help of Tusk, children from Shella Primary School planted hundreds of indigenous trees and participated in a beach clean-up event. Almost 5km of coastline were cleaned and approximately 400kgs of rubbish were collected until a visit from a hippo put an end to the day!

- 27. **KOIYAKI GUIDING SCHOOL** Kenya
- 28. **IL N'GWESI GROUP RANCH** Kenya
- 29. **KIBODO TRUST** Kenya
- 30. **RUKO COMMUNITY WILDLIFE TRUST** Kenya
- 31. **SERA WILDLIFE CONSERVANCY** Kenya
- 32. **OLARE OROK CONSERVANCY** Kenya
- 33. **MASSAILAND PRESERVATION TRUST** Kenya
- 34. **MOUNTAIN BONGO MONITORING PROJECT** Kenya
- 35. **MPUS KUTUK COMMUNITY CONSERVANCY** Kenya
- 36. **ISHAQBINI COMMUNITY CONSERVANCY** Kenya
- 37. **MOUNT KENYA TRUST** Kenya
- 38. **NAKUPRAT CONSERVANCY** Kenya
- 39. **AFRICAN ELEPHANT SPECIALIST GROUP** Kenya
- 40. **BIG LIFE FOUNDATION** Kenya



41. **KORA NATIONAL PARK** Kenya  
Tusk's recent grant to Kora National Park has assisted in the procurement of a Piper Colt 90 aircraft. The plane will be used for aerial patrols of the park, which is under continuous threat from poachers. It will also enable the game scouts to respond quickly to incursions and to reach areas that would be otherwise inaccessible by road.  
The George Adamson Wildlife Preservation Trust is undertaking a rehabilitation programme for the Park in collaboration with the Kenya Wildlife Service, which includes infrastructural development of the park, community outreach and education programmes.  
The Piper Colt 90, a plane that can fly low and relatively slowly, will greatly enhance the capacity of conservationists in the area and significantly increase security across this threatened ecosystem.

- 42. **NORTHERN RANGELANDS TRUST** Kenya
- 43. **GGABA PRIMARY TEACHER TRAINING COLLEGE** Uganda
- 44. **UGANDA CONSERVATION FOUNDATION** Uganda
- 45. **MKOMAZI NATIONAL PARK** Tanzania
- 46. **AFRICAN RAINFOREST CONSERVANCY** Tanzania
- 47. **SERENGETI RABIES VACCINATION PROJECT** Tanzania
- 48. **NYIKA WVAZA PROJECT** Malawi



49. **LILONGWE WILDLIFE CENTRE** Malawi  
Lilongwe Wildlife Centre (LWC) is a wildlife rescue, conservation and education facility, located in the heart of Malawi's capital city. The centre is a 180 hectare wildlife reserve which constitutes one of Malawi's last urban wildernesses. It offers fantastic biodiversity with animals such as hyena, porcupine, and bush baby, numerous insect and bird species, as well as amazing examples of hardwood trees and rare orchids. It is not only Malawi's only sanctuary for rescued, orphaned and injured wild animals but is also the world's first accredited 'People & Wildlife' centre. As such, LWC's vision is not only saving the lives of individual animals but is also becoming the country's leader in

environmental and conservation education.  
Last year, some 15,000 students, of all different ages and backgrounds, visited Lilongwe Wildlife Centre and an estimated 400 students were exposed to Tusk's environmental education package PACE. Many of these children will never have the opportunity to visit a National Park which means that LWC is their only opportunity to experience Malawi's wildlife. The education programme focuses on people and wildlife issues such as illegal bushmeat and pet trade, deforestation, habitat pollution, waste management, health and nutrition, and climate change. Tusk is the first donor to provide operational support to the Wildlife Centre's education programme.

- 50. **KASANKA NATIONAL PARK** Zambia
- 51. **SOUTH LUANGWA CONSERVATION SOCIETY** Zambia



52. **CONSERVATION LOWER ZAMBEZI** Zambia  
Conservation Lower Zambezi's (CLZ) vision is to promote the conservation of local wildlife as an asset for the people of Zambia. CLZ has recently introduced Tusk's Pan African Conservation Education (PACE) materials to their education programme. During this year's annual teacher-training workshop, particular interest was shown in the human/wildlife conflict sections of the PACE DVD.  
The Lower Zambezi elephant population is faced with the constant threat of poaching and habitat degradation. The ever-growing human population in game management areas has led to increasing incidents of human/elephant conflict. Tusk's recent contribution to CLZ has enabled the project to undertake a much-needed human/wildlife conflict workshop, reaching over 90 community members. Topics covered included growing crops which are less attractive to elephants, the use of chilli fencing as a crop raiding deterrent, and a better understanding of elephant behaviour.

Been anywhere interesting lately?

[landrover.com/discovery4](http://landrover.com/discovery4)

Official fuel consumption figures for Discovery 4 SDV6 in mpg (l/100km): Urban 28.8 (9.8), Extra Urban 34.9 (8.1), Combined 32.1 (8.8). CO<sub>2</sub> emissions 230g/km. Drive responsibly on and off-road.

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**ABOVE** Charlie Mayhew (CEO), Meredith Ogilvie-Thompson (Executive Director, Tusk USA) and Tusk Chairman, Iain Rawlinson stand with The Duke and Duchess of Cambridge in front of a Land Rover Defender donated to the Charity to mark the launch of Tusk's *US Patrons' Circle*.



**“The Duke and Duchess’ involvement with Tusk has helped greatly to raise the Charity’s profile in America.”**

**Charles Mayhew MBE CEO, Tusk Trust**



**CLOCKWISE FROM TOP LEFT** Tony Fitzjohn entertains The Duchess of Cambridge and Charlie Mayhew; Tusk USA Board member, Mark Franklin, and his wife share a joke with The Duchess of Cambridge; Kristin Gore, Catherine Keener and Reese Witherspoon chat with The Duke of Cambridge during the reception; Steve Tisch greets TRH The Duke and Duchess of Cambridge to his Beverly Hills home. **BELOW** Guests listen to the speech given by Charlie Mayhew to launch the Charity's *US Patrons' Circle*.

# US Patrons' Circle launch

**The setting was about as far away from Africa as it gets. Up a winding private road in Beverly Hills, on an immaculate estate with views that stretched out toward the Pacific Ocean.**

**J**ust another sleepy Sunday morning, save for the fact a handful of Hollywood's more celebrated residents had gathered to await the arrival of the Duke and Duchess of Cambridge, who were there to mark the launch of the *US Patrons' Circle*.

"It was an honour to open my home to Tusk for the launch of their *US Patrons' Circle*," said host Steve Tisch, Oscar-winning film producer and philanthropist. "The organisation is at the forefront of addressing the mounting problems in preserving Africa's natural heritage and

culture. It was inspiring to not only have Their Royal Highnesses The Duke and Duchess of Cambridge attend the event, but also to hear how passionately they speak about their commitment to the cause."

Simply introducing themselves as William and Catherine, the Duke and Duchess circulated easily among the guests, who included award-winning actresses Reese Witherspoon and Catherine Keener, Disney CEO Bob Iger and his wife, American television correspondent Willow Bay, theatre producer and philanthropist, Jessica de Rothschild and

screenwriter Kristin Gore, daughter of former Vice President, Al Gore. The talk was anything but Hollywood as everyone seemed eager to focus on the projects Tusk supports across Africa.

"The community aspect to Tusk's work is really very impressive," said 'Guess' brand-founder Maurice Marciano. "It is important everyone knows that conservation is about people as well as wildlife."

There was also much discussion about the challenges being faced across Africa as a

result of the resurgence in elephant and rhino poaching.

Conservationist Tony Fitzjohn, whose experiences with poaching over the last forty years makes him better versed than most, spoke at length with various guests about the situation in East Africa in particular, as well as the escalating demand for ivory coming from Asia.

By the time everyone sat down to a buffet lunch, catered by famed chef Wolfgang Puck – himself an ardent supporter of all things African – more offers of support were pledged and trips

to Africa were being excitedly tabled. "I would love to plan a trip with my children," Reese Witherspoon said to Catherine Keener, who had just returned from taking her son to visit a handful of Tusk projects in Kenya. "It was amazing," said Keener, "really inspiring."

Before the Duke and Duchess left, Andy Goss, President of Jaguar Land Rover North America and one of the sponsors of the event, announced the donation to Tusk of a new Land Rover Defender. While Dom Perignon, another sponsor on the day, further committed to support Tusk USA's future events.

"The US, with its deserved reputation in supporting philanthropic causes, provides Tusk with a huge opportunity to raise much-needed funds for wildlife conservation and community development projects across Africa," said Tusk CEO and founder Charlie Mayhew.







# Kill the demand & end the killing

**WildAid’s Steve Trent makes the case that an essential component of the international effort to stop elephant poaching is to cut the demand, primarily from China, for ivory.**

**1989** The Convention on International Trade in Endangered Species (CITES) meeting in Switzerland finally agrees to a ban on the ivory trade after an unprecedented international campaign by a large and diverse assortment of conservation organisations, committed individuals and some governments.

The ban overcame intense opposition, institutional corruption and some very poor thinking. But only after poaching and illegal trade had halved elephant populations, and after rangers and anti-poaching teams, as well as poachers, had lost their lives in the battle to kill or stop the killing. Fortunes had been made by the corrupt ‘middlemen’ that ran the illegal trade, who promoted poaching, corruption and crime purely for their own financial reward.

Down from 1.3 million elephants in 1979 to around 600,000 a decade later, the world

watched to see what impact the ivory ban would have. It was astonishing. Poaching and the illegal trade collapsed. An already informed and increasingly angry public in former markets of Europe and North America stopped buying ivory products and the new message to the main consuming markets, primarily in Japan and China, was ‘get out of ivory’. Almost overnight many of the big Hong Kong traders switched out of ivory to other commodities. The ivory carving factories in China closed their doors. Travelling back to one of the best-known and largest ivory carving factories in Guangzhou, which had previously employed over 1,000 carvers, we found just four carvers still working to use up old stock. Documenting poaching activity in elephant range states from 1990 onwards the message was largely the same – poaching down, elephant numbers stable or up.

Put simply, the ivory ban worked. At least, for a while.

**2012** I get yet another urgent appeal for help from a dedicated conservationist witnessing a new onslaught of elephant poaching. Over the past 18 months I have lost count of how many phone calls and conversations I have had, all focused on the new crisis decimating elephant – and rhino – populations across their range. A new poaching epidemic is well underway and once again elephants and rhinos are under critical threat. Why? What has changed? Why is the ban no longer working?

I think the answers to these questions are clear – if you take the time to understand the economic drivers behind this bloody trade. Yes, corruption in both range and consuming countries is playing a part; yes, poverty,

particularly in some African range states contributes, but most important are two key factors: the failure to effectively employ and fully resource ‘joined-up’, trans-boundary, intelligence-led enforcement – with public prosecutions and robust penalties that act as true deterrents to tackle the criminal elements who actually control this trade; and second is the failure to kill off the consumer demand for ivory in the main markets.

Indeed I make the case that, wittingly or not, CITES has on occasion actually encouraged demand for ivory, failing to grasp the full implications of its decisions.

In 2008 CITES allowed the sale of 108 tons of ivory, with pro-trade advocates claiming this would suffocate the demand for illegal ivory, drive down the prices and thereby reduce the incentives for elephant poaching. ►

LEFT Samburu Elder, Lemasulani Letarekeri, after performing healing ritual with skull of elephant killed by poachers, Namunyak Wildlife Conservation Trust, Kenya, 2011. Chris Jordan © Prix Pictet Ltd 2011.





ABOVE Carcass of a poached elephant shot for its ivory.

I'd heard all these arguments many times before and they are wrong; there is nothing in the history of elephant conservation or the economics rulebook that supports them – proven conclusively when 2009 saw a surge in both elephant poaching and in seizures of illegal ivory. Since then both poaching and seizures have continued to increase and yet we are still presented with the same arguments from countries like Tanzania and Zambia that a legalised 'legitimate' trade in ivory will reduce the illegal trade and with it elephant poaching. These are the same arguments, making the same mistakes, based on the same flawed understanding – arguments that fail to understand the market and the demand, most particularly in China.

#### Demand from China

As China's economic miracle took root, massive year-on-year growth led to an explosion of consumption of all manner of luxury goods and demand for many more. A new highly aspirational, urban wealthy 'middle-class' had entered the market place, wanting to enjoy and demonstrate its new wealth, seeking access to luxuries denied previous generations. At the same time China's economic reach had expanded across the world, bringing new business interest and Chinese communities to Africa. China has emerged as one of Africa's largest trading partners, reaching record levels in 2011 – totalling over \$122.2 billion with more than 2,000 Chinese companies investing in Africa. This has made the 'supply chain'

for products such as ivory much shorter as Chinese businesses and consumers have been directly introduced to the product and its source. Because of these factors there has been a growing demand for ivory in China.

But the scope and scale of these developments is still poorly understood by many in the West. Around 250 million new urban, 'middle-class' Chinese consumers will enter the marketplace over the next 10 – 15 years, most likely bringing with them a surge in the demand for luxuries – including ivory and other wildlife parts and products; unless, that is, attitudes towards these products in China change. And crucially many, and perhaps most, Chinese people have very little understanding of where ivory (or other wildlife products) comes from, or the impact of their purchase. I have met many who have no idea that ivory is illegal, that it can come from a poached animal and that elephants are under threat.

Similarly, I have met many who desire ivory carvings – previously the unique privilege of the Imperial Court, aristocracy and the very few, very rich. Many people who I like and respect have collected ivory carvings and ornaments, but most only bought them because they did not know and did not understand just how the ivory came to be in their hands.

So, while elephant poaching is once again at epidemic proportions it could become much worse.

#### What are the solutions?

For the rhino I already hear experienced voices say it is too late – I don't share this view, although I share their concern. For the elephant it is not. But we urgently need to change our approach, our strategies and tactics if we are to save the elephant.

Virtually nothing has been done at a government level to stop the demand. The work by the very small number of conservation organisations engaged in delivering effective, localised, culturally sensitive, education and awareness campaigns that could have lasting impact has been almost entirely overlooked by governments, funders and the bulk of the conservation community. We need to see a massive investment in time, money and effort by the conservation community internationally in engaging China and its consumers. We need to provide information and offer help to the media and work with key audiences of decision-makers and opinion formers to explain, encourage and persuade. What we must not do is lecture, try to bully, coerce action, or heighten differences and conflict.

I believe we need – and can encourage – Chinese leadership for conservation. Indeed, I think without it many species will decline to a tiny fraction of their former range and some will disappear altogether. Over the past decade I have made more than 100 visits to China, working there to establish an effective communications campaign designed to raise awareness and understanding about the natural world. I have worked to build a new

constituency for conservation and through this reduce the demand for wildlife parts and products that come from endangered species or from an unsustainable or illegal trade. The project I launched with WildAid over a decade ago now reaches up to one billion Chinese people each week: it has secured *pro-bono* support worth over \$200 million and has the backing of government agencies – and the country's biggest stars of entertainment such as the film star Jackie Chan and the basketball player Yao Ming. It is winning hearts and minds, changing attitudes and, with this, behaviour and consumption patterns.

But we need more, much more, of this. And perhaps most of all we need conservationists and NGOs to work together for the solution. Among these individuals and organisations we have the collective knowledge and ability to make a massive difference: we can support the wildlife rangers and enforcement personnel who risk their lives daily, giving them the resources and equipment they need; we can leverage substantial intelligence-led enforcement to crack down on the middle-men who make all the money; we can advocate and achieve better, stronger laws against poaching and illegal trade, making sure a true deterrent exists... and we can turn off the tap of demand.



RIGHT Carved ivory on display in Hong Kong.

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# Lions — a ray of hope

**At a time when lions are declining over most of Africa, the private wildlife conservancies bordering Kenya's Masai Mara National Reserve hold a ray of hope for the future.**

**S**itting at the driving-wheel of his Toyota long-wheelbase Land Cruiser, Jackson ole Looseyia is looking for the Enisikiria pride. The bush is thick in this wild corner of the Naboisho conservancy on the edge of the Masai Mara national reserve; but Jackson is a Masai, born and bred in this area, and knows exactly where we are going. Furthermore he is probably the best-known professional safari guide in Kenya, and if anyone can find lions here then he can.

Sure enough, as we approach the edge of an acacia-fringed lugga (a dry river bed), he stops the vehicle and points to where a young male lion is watching us from the shade of a Croton thicket. In a little while the lion emerges into the open, followed by one, two, three, four of his brothers and pride companions.

Although not yet full-grown they already have handsome manes and make a splendid sight as they slowly move off in single file. Soon the time will come for them to be ejected from the

pride. "Then, if these boys stay together, they will make an awesome coalition," says Jackson admiringly. "They will be the new Lords of this land."

Lions are what you come to Africa for. You search and search, looking for tracks in the dust, sweeping the savannah with binoculars, checking every granite kopje (rocky outcrop), every likely pool of shade. And suddenly, there they are. Not behind bars but free as the air that blows over the plains, moving through the grass with an easy, loose-limbed swagger you can identify a mile away.

It was in the Mara that I saw my first wild lion 30 years ago. We had set out at first light from Governors' Camp and found a huge pride male silhouetted on a termite mound with the early morning dew around him. The sun was barely above the horizon, and with every roar his breath condensed like smoke from a dragon's nostrils.

Since then the big cats have never ceased

to walk through my life and my dreams. At Kora in the thorn bush country of northern Kenya George Adamson introduced me to his famous *Born Free* lions, and for five unforgettable years in the Masai Mara I followed the fortunes of the Musiara Marsh pride with Jonathan Scott.

In those days Africa's lion population stood at more than 200,000. Today, squeezed by a soaring human population, condemned as stock-raiders and shot by trophy hunters, there may be as few as 25,000. What we are witnessing is a major conservation tragedy in the making.

Even in the Masai Mara, the best-known lion stronghold in the whole of Africa, numbers have nosedived by 30% since 1992, to fewer than 200 adults.

But at least there is better news from the private wildlife conservancies that have been established in the greater Mara ecosystem. Here on the borders of the national reserve lions are on the increase again after years of decline.

It has long been recognised that the rangelands beyond the Mara national reserve form a vital dispersal area for migrating wildlife and the carnivores that prey on them. Every year, when the wildebeest arrive from the Serengeti, the herds spill out beyond the reserve and spread across the Koiyaki plains.

But conservation of these precious grasslands is unlikely to succeed without the co-operation of the resident Masai community.

In the old days the Masai tolerated the lions' presence. But the 21st century has brought a change of attitude. Climate change and exposure to Western culture are forcing the Masai pastoralists out of their dung-plastered huts and into the cash economy.

With changing land use and a soaring population threatening to sweep away the traditional pastoralist lifestyle it seemed as if the greater Mara and its wildlife might be lost forever; its plains fenced off, its rich black cotton soil ploughed up and sub-divided to oblivion – until a miracle happened.

## Community Conservation

Seven years ago Jake Grieves-Cook, a Kenyan-born safari tour operator with a lifelong passion for conservation, persuaded 70 Masai families to set aside 8,000 acres of their land exclusively for wildlife as a community-owned reserve called Ol Kinyei. They agreed not to live in the area or graze their livestock except in times of severe drought. In return they would receive a monthly rent based on acreage rather than a tourist head-count, and visitors to Grieves-Cook's bush camp would then have exclusive use of the land for game viewing.

Ol Kinyei was the first such conservancy to be set up in the Mara, showing how Masai landowners could join together and create wildlife reserves in return for a decent income from ecotourism.

The idea caught on fast and 2006 saw the creation of Olare Orok, a much bigger reserve with a trio of low-impact bush camps offering exclusive game-viewing over 23,000 acres of pristine savannah.

To the west of Olare Orok lies the biggest conservancy of all. Mara North was established in 2009 after 800 Masai landowners agreed to lease their land for a fixed monthly fee to a consortium of 10 eco-friendly safari camps.

Its 70,000 acres effectively increase the size of the national reserve by 21% and help to protect a vital part of the dispersal area including Leopard Gorge, the scene of numerous encounters in the BBC's popular *Big Cat Diary* TV series.

Brian Jackman is co-author with Jonathan & Angie Scott of *The Marsh Lions*.

A bestseller when first published in 1982, it has just been re-issued by Bradt (www.bradtguides.com), with new photographs and an update on the changes that have overtaken the Masai Mara and its big cats in the past three decades; during which time the Marsh pride became even more famous due to the popularity of the BBC TV series, *Big Cat Diary* in which Jonathan Scott was a co-presenter.

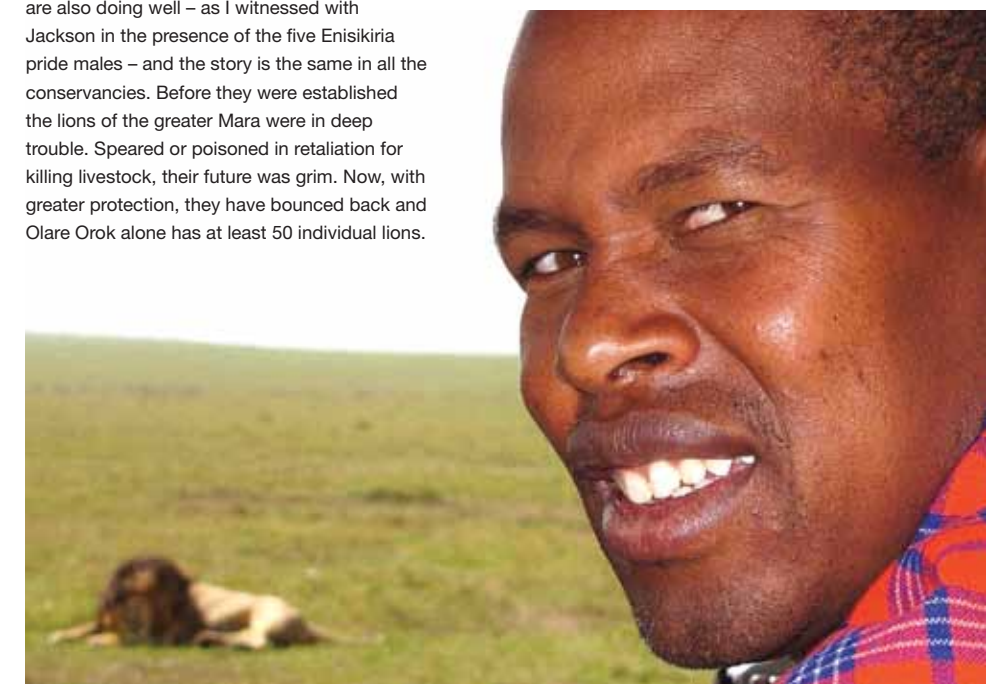


**“The King of the Beasts is striding to oblivion but no one seems to be listening.”** Brian Jackman Author and Journalist

Of the remaining conservancies, by far the most important is Naboisho – 50,000 acres of unfenced wilderness adjoining Ol Kinyei and Olare Orok on the edge of the national reserve. It was here that Ron Beaton, a hugely respected conservationist whose father was Kenya's first parks warden, decided to set up the Koiyaki Guiding School. Established in 2005 with the help of Tusk, the school and its affiliated Wilderness Camp teach young Masai students to become professional wildlife guides, and so far more than 100 of its graduates are now fully employed in the Mara and elsewhere.

There is no doubt that the lions of Naboisho are also doing well – as I witnessed with Jackson in the presence of the five Enisikiria pride males – and the story is the same in all the conservancies. Before they were established the lions of the greater Mara were in deep trouble. Speared or poisoned in retaliation for killing livestock, their future was grim. Now, with greater protection, they have bounced back and Olare Orok alone has at least 50 individual lions.

BELOW Jackson Looseyia, BBC *Big Cat Diary* presenter, pictured with Notch in the Masai Mara.





# Protecting the primates



**The rainforests of Cross River State in Nigeria are of global biological importance, not least for the 18 primate species that consider them home.**

**T**hey form part of the West African Guinean rainforest block, the oldest and most diverse of its kind on the entire continent and one of only 25 global biodiversity hotspots. Sadly, Nigeria's forests are also the most threatened in the world. For the last 10 years, Nigeria has experienced the highest rate of 'old-growth' deforestation recorded anywhere on the planet. The primates of the region also face the

added threat of bushmeat hunting, which is no longer primarily for subsistence, but rather for commercial trade. This type of hunting is unsustainable and has a devastating impact on the entire Nigerian primate community. Working to educate people on the importance of biodiversity, the law relating to forests and wildlife, and the alternatives to destructive practices is absolutely vital to save the remarkable biodiversity that remains.

**CERCOPAN**  
The Centre for Education, Research and Conservation of Primates and Nature (CERCOPAN) is a Non-Governmental Organisation operating on the frontline in Nigeria to preserve rainforests for primates and people. From humble beginnings in 1995 as a sanctuary for confiscated primates with only one volunteer and one member of staff, the organisation and its vision have grown tremendously and CERCOPAN now operates one of the most successful community conservation programmes in the country. A holistic approach covering education, community development, research, rehabilitation, conservation, and forest protection is employed to tackle the problems

faced by the primates and rainforests of Cross River State. The strategy to cover all of these areas, working collaboratively with local people and integrated around the signature theme of primates is believed to be the cornerstone of CERCOPAN's success.

**Having a positive impact**  
Tusk has been partnering with CERCOPAN since December 2009. Tusk's grants form a core part of the funding for a long-term multi-donor project aiming to protect and restore the primate community in forests adjacent to Cross River National Park, and promote conservation of these forests as an effective park buffer zone. Presently 20,000 hectares of rainforest are protected by a logging and primate hunting by-law agreed with the community of Iko Esai, which is enforced with 24 hour patrols. The aim of this large-scale project is to extend the successful conservation model adopted in Iko Esai to three neighbouring villages, thereby doubling the area under protection, and improving the opportunities for introducing rehabilitated primates confiscated from the bushmeat trade back to the wild to repair the damage from overhunting in the past. In the past twelve months, major in-roads have been made towards these long-term goals, and achievements have well exceeded expectations. A 10-year lease renewal was signed with Iko Esai incorporating stricter conservation obligations. In addition to regular annual education programmes and outreach amongst schools, workshops were held in each of the three neighbouring villages explaining the benefits of sustainable forest management practices. Successive visits to Rhoko from representatives of the key stakeholder groups within each village, as well as visits for schoolchildren followed. By-laws have now been signed by the Chiefs' Council of two of the neighbouring communities banning the hunting of monkeys and endangered species, commercial logging, and snaring. Further accomplishments include the completion of a large and well-equipped community centre that will act as a base for all



ABOVE CERCOPAN research team in the Iko Esai forest.

Community Based Organisation (CBO) training activities, and extending ecotourism provisions. A series of workshops were held with representatives from the nearby villages to help develop CBOs similar to Iko Esai's Community Conservation and Development Committee (CCDC). Thanks to seed funding and capacity building, Iko Esai's CCDC independently gained three significant grants for environmentally sustainable community development work. All of the CBOs were also provided with vital computing equipment to aid their efforts. A tree nursery was constructed in collaboration with the local secondary school, and the field site education centre displays were completely renovated. Three additional patrol staff surveyed the extensive 'Research Area' on weekly expeditions, and a surveillance team from the CCDC was equipped and trained in mapping the full extent of farm expansion in the area surrounding the protected forest, allowing effective monitoring relative to the agreed community land use plan. In October 2012, Nigeria achieved partner status within the United Nations Collaborative initiative on Reducing Emissions from Deforestation and forest Degradation (UN-REDD) programme, and CERCOPAN has high hopes to assist a multi-community conservation initiative to become a pilot programme under this initiative longer-term, which would become the basis for conserving this unique wildlife habitat in perpetuity.

ABOVE Juvenile red capped mangabey. BELOW LEFT TO RIGHT Newly constructed tree nursery; workshop in the Community Centre to develop CBOs; community group visiting the education centre.







# Prix Pictet

**Chris Jordan was awarded the Prix Pictet Commission to photograph the Nakuprat Conservancy, funded by Pictet et Cie in 2011.**

**N**ot even the vultures had set to work by the time a truckload of armed wildlife wardens pulled up. They were still too late: an elephant lay dead in the north Kenyan scrub, its trunk dismembered, its tusks long gone. Blood spattered the surrounding bush, a gaudy sign that the poachers had worked quickly and brutally, mindful of the government's shoot-to-kill policy towards those who, like this animal's killers, earn thousands of dollars for their efforts.

"It was a pretty appalling experience to stand over that carcass; heartbreaking and shocking," said Chris Jordan, an American photographer who recorded the scene in July. "Most probably he was still alive when they began hacking his face off with an axe. We got there when the very first vulture arrived – there were soon 30 hanging in the trees – it was incredibly macabre."

Jordan visited northern Kenya as the winner of the \$40,000 Prix Pictet Commission. The award went to one person from the shortlist for the Prix Pictet, which seeks to highlight social

and environmental challenges through the medium of photography.

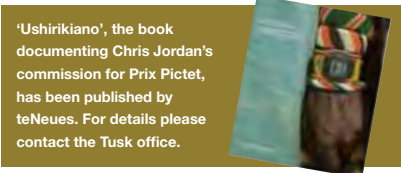
Jordan set off on a 1,000 mile field trip around several conservancies supported by Kenya's Northern Rangelands Trust (NRT), one of whose biggest challenges is to halt poaching. To that end, it helps communities to run their own wildlife conservancies, to manage land and grazing pasture, and to avoid conflict with rival herders – and animals that can snatch away children and destroy grasslands. The NRT also works to boost income from high-end tourism and the sale of traditional beadwork.

Since 2004, the NRT project, working in Kenya's poor and sorely neglected north, has expanded to take in 15 community conservancies spread across more than three million acres and a population of some 70,000 people. The trust was set up by the Lewa Wildlife Conservancy, a private conservation initiative that welcomes high-rolling tourists as part of its attempt to protect rhinos, elephants and other rare and endangered wildlife in a \$7m a year mini-economy. The idea is that other

community-run, non-private conservancies will in time "grow into little Lewas", says Ian Craig, a former hunter and cattle rancher whose family started Lewa.

One of the NRT's key backers is the private Swiss bank Pictet & Cie, which is contributing to the establishment of the Nakuprat-Gotu Conservancy, supported by Tusk Trust and overseen by the NRT. The bank also funds the Prix Pictet, for which Jordan was shortlisted.

Jordan is a former lawyer who describes his work as "deliberately dark, very dark". Much of it has sought to convey his criticisms of modern consumerism. He endeavours to make meaning out of "enormous statistics", such as the million plastic cups given out every six hours on



This article originally appeared as 'Death In The Bush' in the Financial Times of 7th October 2011 and is reproduced by kind permission.

**TOP** Bull elephant killed for his tusks, Namunyak Wildlife Conservation Trust, Kenya, 2011. Chris Jordan © Prix Pictet Ltd 2011.

**FAR LEFT** Nakuprat-Gotu scouts at Shika Dhabu Gate, Nakuprat-Gotu Security Post, Kenya, 2011. Chris Jordan © Prix Pictet Ltd 2011.

**LEFT** Joseph Lopsala Letoole, Holistic Management Coordinator, in newly restored grassland, West Gate Community Conservancy, Kenya, 2011. Chris Jordan © Prix Pictet Ltd 2011.

others' livestock and fight turf wars over access to water and grazing pasture.

In 2009, parts of northern Kenya endured a series of attacks on wildlife, livestock and tourists, often carried out by feuding groups. "It was a battlefield, it was that bad," says Gabriel Nyausi, an NRT assistant community development manager. "Some people lost their lives; all the hotels closed, the core wildlife grazing land was completely full of cattle."

Negotiations led by the NRT, alongside the creation of community conservancies from which rival groups stand to benefit, have helped end much of the fighting. More communities hope to turn their wildlife corridors, which are often poaching hotspots, into conservancies that can preserve wildlife, land and pasture.

It is no easy task. Conservancy scouts reported 66 elephant carcasses last year – but most of ►

internal US flights. His submission for the Prix Pictet records baby albatross carcasses, killed by consuming plastic refuse in the middle of the Pacific. To him, the images symbolise "the detritus of our mass consumption".

Jordan had never visited Africa and admits to previously associating the continent with violence and disease. By the end of his trip though he was "deeply inspired" by his experience. During his foray into the bush, Jordan was struck by "constant bizarre and slightly surreal experiences". He was mesmerised by the herdsmen who carry mobile phones alongside their spears, their traditional jewellery interlaced with digital watches, and by young warriors wearing cast-off western clothes. At the same time, he was embarrassed by the "incredibly loud" so-called ecotourists who fly in on 747s and never notice the view.

"It's about being able to see things we don't normally see, things we feel disconnected from because we can't see them," says Jordan. "If people feel things more deeply, then they'll matter to us more."

After seeing the environmental stewardship that combines the efforts and know-how of the developing and developed world, Jordan has titled his collection of photographs from northern Kenya 'Ushirikiano', a Swahili word that means 'collaboration' or 'community of shared interests'.

The NRT's approach reflects a shift in conservation that recognises that any attempt to protect a favoured rare animal alone will probably fail. Instead, wildlife-lovers need to conserve habitats and identify other sustainable ways to live that will draw in local people, who might otherwise poach wildlife, raid each



those killed for their ivory were attacked outside the relative security of conservancies.

Villagers now regularly alert wardens to poaching, a sign that they are convinced of the value of conservation. The Kalama conservancy and community have even adopted an unlikely logo: an image of a person milking an elephant.

Someone who understands the symbiosis urged by the NRT is Ikal Lodo, a former cattle raider employed by the trust as an armed scout to protect wildlife and livestock. "Now we believe it's better to benefit from the elephant when it's alive than when it's dead," he says.

The Prix Pictet Commission is an invitation for one of the photographers, shortlisted for the Prix Pictet, to produce a series of photographs in a region where Pictet & Cie is supporting a sustainability project related to the theme of the award, which in 2011 was 'Growth'. For more details visit [www.prixpictet.com](http://www.prixpictet.com).

**RIGHT** Nakuprat-Gotu scout, Ikal Lodo, with family and neighbours, Nakuprat Village, Nakuprat-Gotu Community Conservancy, Kenya, 2011.  
Chris Jordan © Prix Pictet Ltd 2011.

**LOWER RIGHT** Turkana tribal elder with traditional spear and club, and his granddaughter, Nakuprat Village, Nakuprat-Gotu Community Conservancy, Kenya, 2011.  
Chris Jordan © Prix Pictet Ltd 2011.

**LOWER LEFT** Elephant crossing sign on the Chinese highway, Westgate Conservancy, Kenya, 2011.  
Chris Jordan © Prix Pictet Ltd 2011.



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# On course to end poaching



**ABOVE** Charlie Mayhew and Adele Emmett from Tusk, with Andrew Pitts Tucker from Deutsche Bank, meeting the SAWC Tusk-sponsored students.

**Tusk has been pleased to support bursaries for a number of rangers to attend the impressive Southern African Wildlife College (SAWC), which is based on the edge of Kruger National Park. In February this year we were delighted to meet four such rangers who had been on a five-week intensive anti-poaching course. Here are their views:**

**T**hank you to Tusk Trust for granting me the opportunity to take part in the Field Ranger Armed Course at the Southern African Wildlife College, to improve my skills as a Field Ranger with all the activities.

I have learnt a lot from this course. The best part I enjoyed was learning how to shoot with an R1 rifle and practicing drill every day.

All of this knowledge I will take back to my workplace to share with my colleagues and to also apply the skills learnt during the training in order to fight rhino poaching in our park. I would also like to thank you for your visit during the course – it was an encouragement for me to do better. This courage will help me to perform well in my work. Thanks for everything. Keep it up, hope to see you again.

With regards, **David Malatji**

**F**irst of all I would like to thank Tusk Trust, the Southern African Wildlife College and my Supervisor for making it possible for me to attend the Field Ranger Armed Course at the Southern African Wildlife College.

I work for SANParks as a Field Ranger stationed at Mapungubwe National Park & World Heritage site. I promise to apply all the skills and knowledge at my workplace to help safeguard our natural resources. The rate of rhino poaching has increased in the past four years, and as a Wildlife Guardian it's up to me to make sure that this mega-herbivore is protected from extinction.

To Tusk Trust, keep the good work up and continue to assist fight poaching in Africa.

Yours in conservation, **Innocent**

**I**would like to extend my great thank you to Tusk Trust for giving me this opportunity to train as a Field Ranger.

I am going to take this knowledge and skills that I have gained here to benefit my working place and the conservation world as a whole. The training is going well and I am learning without limit in preparing to stop the poaching, and all the illegal activities that happen within the protected area. The aim is to go back and practice all the skills that have equipped us to serve as wildlife guardians and fight the battle to save our rhinos.

Thank you very much,  
**Margaret Mathekgana**

**M**y name is Yonela Bixa, I am a 24 year old Xhosa speaking from Eastern Cape and I am currently working as a Field Ranger at Mapungubwe National park and World Heritage Site in the Limpopo province.

The sponsorship to attend the Law Enforcement – Armed Field Rangers Training is a great advantage as I will now be a better ranger with the aim to protect our environment and help in fighting the inhumane killing of our rhinos. The knowledge and skills I learnt during training will not only help me but will also benefit others as I will share the knowledge, experience with my colleagues after the completion of the training.

I will like to extend my special thank you to Tusk Trust for seeing a need to invest in Field Rangers training and for me to be part of this training.

Thank you, **Yonela Bixa**





# Tusk USA

**It is hard to believe it has been less than a year since Tusk USA launched its US Patrons' Circle in Los Angeles.**

**I**n a remarkably short space of time, Tusk USA has garnered much attention and support among US donors and has raised a tremendous amount of awareness of its projects and programmes.

With plans for 2012 underway, it seems Tusk is being well-received as an organisation, building on its longstanding reputation in both the UK and Africa.

Much has, of course, been reported about the LA event, which was kindly attended by The Duke and Duchess of Cambridge and generously hosted by Oscar-winning film producer Steve Tisch. During that same weekend, Tusk USA also hosted a drinks party for several hundred people at Soho House. It was a fun and relaxed evening, but perhaps more importantly a great opportunity to introduce Tusk to a wider audience, many of whom have remained active supporters of the charity.

Tusk USA was also excited to formalise our partnership with Heart of Los Angeles (HOLA), a privately funded after-school programme for inner city kids in downtown LA. In just six short weeks, from mid-July until the beginning of September, HOLA managed to successfully adapt our PACE curriculum in time to have it up and running for the start of the school year. It has since become a favourite with HOLA students, educating them about their immediate environment and what they can do to conserve it, at the same time connecting them to Africa. And, by the end of 2012, we hope to have facilitated PACE students from LA communicating with PACE students in Africa and the UK – see pages 42-43 for more information.

Following on the success of Los Angeles, Tusk USA held its first formal fundraising event in New York. *Iconic Africa*, kindly sponsored by BlackRock, was an exhibition of photographic work of Africa donated by some of the world's best-known photographers, including Nick Brandt, Mirella Ricciardi, Don McCullin, Angela

Fisher and Carol Beckwith, Madeleine Farley, David Coulson and Simon Brown, among others. Nearly two hundred people made their way downtown to the Allegra LaViola Gallery for the reception, where they had a chance to meet many of the Tusk USA board, Tusk CEO Charlie Mayhew, and other Tusk Trustees and supporters as well as several of the artists who came over from London for the event.

The night marked another launch, the 3650 campaign, to raise awareness about the dramatic escalation of poaching of elephant and the rise in demand for ivory products from Asia. A few months before, I had been given the most magnificent bracelet, a replica of an elephant mother and child cuff created at the turn of the 19th century by famed jewellery designer Gustav Manz. Recognising the need to raise both funds and awareness about this most critical issue, Manz's great grandchildren, Laura and Cuyler Mathews, very generously donated the licensing and reproduction of the bracelet to Tusk USA, sparking the idea for 3650. A handful have been sold since the launch, each made to order in a series capped at 3,650 pieces (see box below). While Laura and Cuyler have further donated several gold editions to be auctioned at the Friends of Tusk dinners in both London and New York.

## The year ahead

Tusk USA will hold its first fundraising dinner in Los Angeles on 27th October. Famed African photographers Angela Fisher and Carol Beckwith will launch their upcoming book, *Painted Bodies*, at the dinner and a selection of their work will be sold on the night to benefit Tusk.

On 1st November, we will host our first annual 'Friends of Tusk USA' dinner in New York. Our featured artist of the night will be Nick Brandt, who has long been a generous supporter of Tusk. The theme of the evening –

though a surprise until closer to the event – will bring Africa to a small patch of Manhattan, with beautiful art and design on display and for sale, as well as an auction later in the evening.

One of the more exciting events coming up this fall, just after our inaugural dinner, is the New York Marathon, to take place on 4th November. Tusk USA has been allocated ten spots, marking the first time ever that a wildlife charity has participated. It all came about thanks to Oscar-winning actor Edward Norton who, several years ago, ran the marathon along with a group of Masai to raise money for the Masai Wilderness Conservation Trust. Edward has been a great support to Tusk USA, helping to raise our profile both through Crowdrise ([www.crowdrise.com/tusk](http://www.crowdrise.com/tusk)), the fundraising platform he helped start, as well as through running events across the country.

And, finally, I am really happy to be able to announce that Kenyan fashion designer, Anna Trzebinski, will be holding a series of trunk shows across the States and donating a generous percentage of the proceeds to Tusk USA. Having shown just a few of her pieces at *Iconic Africa*, one of which I literally had to take off to sell, I have little doubt that Anna's work will help to highlight our own work.

There are other plans underway, including a lecture by Dr Louise Leakey in New York on 3rd May and a series of lectures at the Royal Geographical Society in Hong Kong between 7th – 9th November focusing on the elephant poaching crisis.

Tusk USA continues to build on existing relationships as well as to form new strategic alliances. I am grateful for the support I have received so far, from patrons and donors and corporate sponsors but, perhaps most especially, from the Tusk boards, both in the States and the UK, and Charlie Mayhew and the Tusk team in Dorset.

## 3650 campaign

The African Elephant is in a race against time. With as many as 35,000 being poached each year – perhaps 10% of the total population of elephants on the continent of Africa – this magnificent species may only have ten years left, equivalent to just 3650 days.



ABOVE Catherine Keener (left) and Cynthia Moss from the Amboseli Elephant Research Project.

# On being Keener

**I**t all started on a plane, during the time it took to fly from Los Angeles to New York. I had befriended the woman sitting next to me, a nice, funny stranger who revealed herself to be a valuable travelling companion. I don't think we stopped laughing the entire flight.

By the time we hit the tarmac at JFK, I whipped out my phone, and started the requisite landing text to my son, Clyde.

*How're you doing? I miss you honey. Have fun while I'm away... i.e. I'm fine, just so you know. This time, though, I finished it with what I knew – from sitting next to my new old friend Meredith – was not a pipe dream. I'm taking you to Africa.*

Was it four months later? Clyde and I were landing in Nairobi, there to meet up with Meredith and her two boys, Nicholas and Teddy. Meredith Ogilvie-Thompson, as my luck would have it, worked for Tusk – still does – and had organised the most unforgettable journey for us. Three weeks of an off-piste road and sky trip through Kenya.

We saw so much. From community outreach projects in the Masai Mara to endangered species relocation in the Rift Valley. Our boys spent time with the Pokot, walking through the bush and drinking a cocktail of blood and milk. We ferried an ostrich across Lake Baringo, water-skied with crocodiles, landed on almost non-existent airstrips. In between collaring

a lioness, while fending off her sister and a resident male for hours and in complete darkness, out-maneuvering hippo, and chasing snakes out of our open huts.

We flew with Richard Bonham, low across the Amboseli flood plain, just above a large herd of elephant. And spent the afternoon in camp with Cynthia Moss and Nick Brandt, learning about the battle to stop poachers killing these magnificent animals for their ivory.

In the middle of our trip, we stopped at the Lewa Wildlife Conservancy to see the annual Safaricom Marathon. We had some great food and plenty of laughter with Charlie Mayhew at the head of the table, and a cast of characters who were – as I came to find out – Tusk Trustees. Though they felt more like friends I had known for a long time, friends I love to travel with.

The marathon started with a children's 5k run, a race Clyde recalls clearly.

"The first thing I remember was seeing an enormous amount of kids leaving all of us in a cloud of dust when they took off. They all were laughing and excited. But the adult marathon was different, a completely different atmosphere. The runners were sombre, focused, maybe even looked a little worried."

From our perspective, riding in a Tusk-follow vehicle, the course was so beautiful, with no barriers between us and the wildlife. It was a sunny, gorgeous day, and we stopped and watched the runners, so graceful at a distance.

By the finish however we came to understand a bit of the experience for those racing – what might have made them look nervous. Riding atop a Landrover with the wind in our faces was indeed a bit different to those hoofing it. Running as fast as they could, uphill, in the dead heat of the day, with some pretty fierce wildlife – lion, rhino, elephant, Cape buffalo – being kept at bay by rangers with rifles is fairly intense. No wonder they looked worried.

We had the trip of a lifetime, Clyde and I. And everywhere we travelled to in Kenya, and everything we saw – the land, the people, the wildlife, education initiatives, conservation projects – made us understand why people are willing to run all out.

Our three weeks in Africa showed us how hard people will fight to protect what they love. Africa has everything really. Everything worth fighting for.

**Catherine Keener**, seen here on the left helping to ferry an ostrich across Lake Baringo, is an Oscar-nominated actress who, in 2006, co-produced the award-winning documentary about the lives of three Sudanese Lost Boys, *God Grew Tired Of Us*. Her passion for and love of Africa was evident when she visited a number of Tusk-funded projects in Kenya last year. She became a patron of the charity in 2011.







# Community Conservation

**What is Community Conservation? It is a term that is being used more and more frequently in conservation circles and is a theme which permeates this edition of Tusk Talk. Indeed it is a philosophy that Tusk has been promoting since the early 90s and one that simply recognises that 'conservation' is ultimately about people.**

**In so many areas of Tusk's work across Africa, community-based conservation initiatives are successfully managing to improve the livelihoods of rural people whilst affording greater protection for wildlife on the land on which they co-exist. It is a holistic approach to conservation, which takes into account the realities and challenges of the modern-day world where population growth, urban development, climate change and the global economic situation all have an influence.**

**Increasingly conservation is being seen as not just about preserving wildlife and wilderness, but as a vehicle for positive and sustainable development that can lead to poverty alleviation, conflict resolution, better education, and initiation of nature-based enterprise. To succeed it requires a real willingness on the part of the community to engage in conservation and the establishment of robust governance structures that come from the ground-up and involve networks and linkages across various levels of the organisation.**



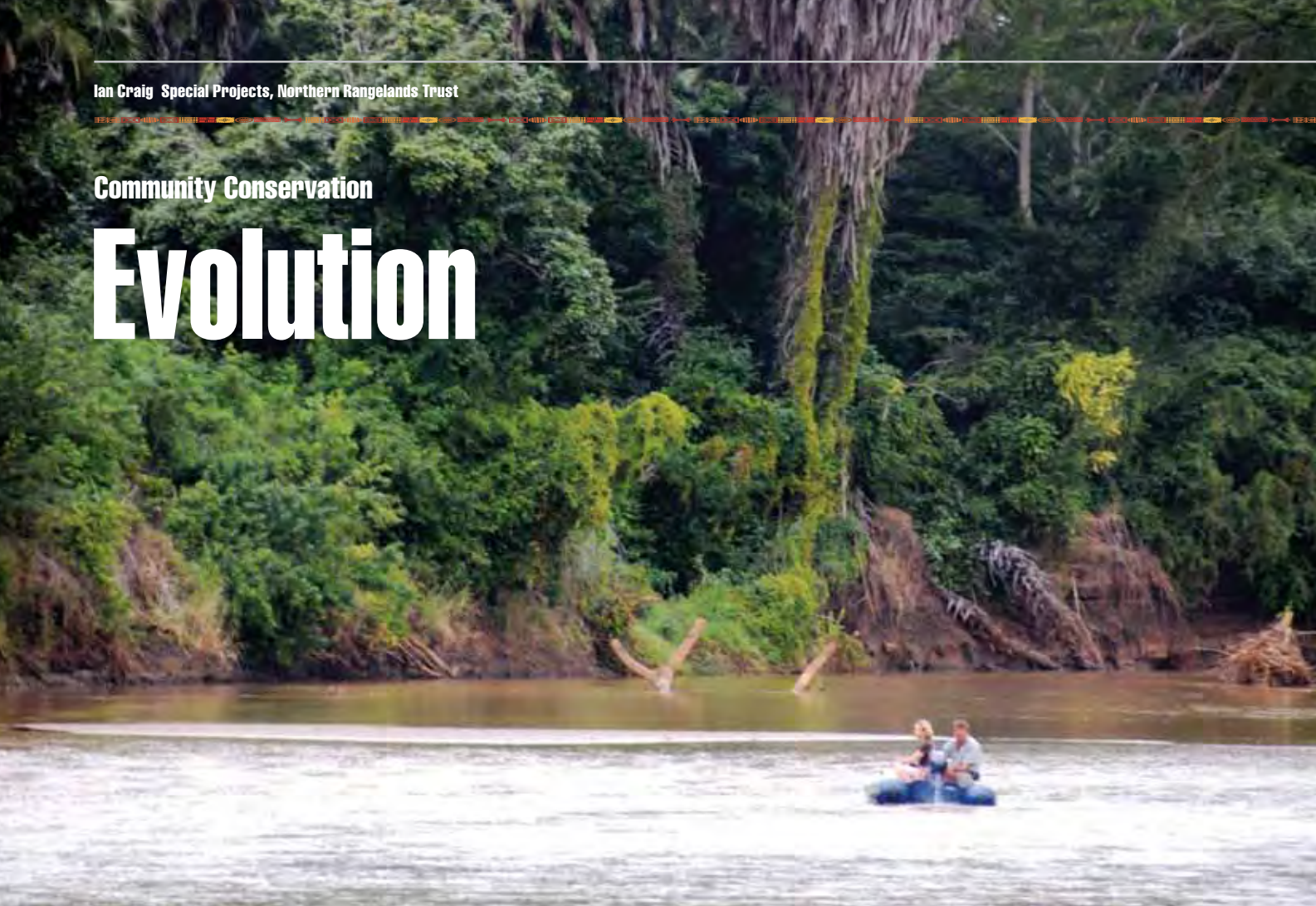
**To discuss some of the key aspects of community conservation in more detail we have contributions, on the next eight pages, by four leading figures on: the evolution of this concept, the role ecotourism has to play, the importance of environmental education, and how nature-based enterprises are key to successful community-based conservation initiatives.**

**There is no doubt that communities across the African continent have a crucial role to play in biodiversity conservation and Tusk, along with many of our project partners, continue to witness how this now widely accepted philosophy can bring about tangible benefits for people and wildlife alike.**



Community Conservation

# Evolution



**K**enya's National Parks were established in 1949 at a time when the country's population stood at approximately 5.8 million. Today, there are 38.4 million people – a number that is rising rapidly at a rate of about one million a year. In the 1940s, decision-makers had the liberty to divide Africa by drawing lines on a map. They had the luxury to choose what part of Kenya should become a National Park. There was no dissent in government; there was no voice of 'the people' claiming their ancestral rights. It was a decision based on the most suitable habitat with the most viable wildlife populations. It was all about the wildlife.

Only a decade later, a leading conservationist of his time, Noel Simon, stated what was to become the truth for conservation in Kenya: "However nebulous the future, it is conditional upon the degree of support derived from the local people; to attempt to conserve wildlife without the cooperation of the African people is merely to fight a delaying action and as short-sighted as allowing to be exterminated."

Today, Kenya's National Parks are the foundation of our economy. Tourism competes with coffee, tea and horticulture as the most important contributor to Kenya's economy. Yet, National Parks are under enormous pressure, threatened by people and livestock.

With Africa's increasing population, impact of climate change and deep ethnic divisions, international aid organisations continue to

pour millions of dollars into feeding people and into projects with limited time horizons without any thought for the consequences on the environment. At the same time, species are becoming extinct, forests are being cut down and National Parks are being encroached on by local communities. Conservationists across Africa strive to reconcile these conflicting challenges through support for the National Wildlife Authorities, development of specialised sanctuaries for endangered species and investment into community conservation areas to create direct benefits from wildlife for people living there.

From a bilateral donor's perspective their funds generally have to pass through a national government with all their associated bureaucracy and time constraints. They are inevitably focused on national priorities of water, schools and healthcare – all people orientated – with limited investment into endangered species and the protection of indigenous forests.

On the other end of the spectrum, conservationists focus all their efforts on saving species, saving forests and protecting watersheds with an ever-increasing awareness that unless local people are involved and empowered to protect their environment, their efforts are pointless.

An opportunity exists to marry these two divergent, yet intrinsically linked development concepts, one of protection and one of

improving national infrastructure and living standards.

I believe the start point for this marriage is an investment into communities through government recognised institutions with clearly mandated changes of leadership and established on the best governance practices with an aim to:

- Enable communities to work in a coordinated and structured manner,
- Provide national governments with a new and formalised entry point into more remote and traditional societies,
- Provide NGOs and development agencies with an organisational structure into which they can invest with planning horizons in excess of 20 years,
- Allow conservationists to establish long-term projects through community institutions.

In simple terms it's like forming a company to do the business of 'conservation'; it's about a process to elect responsible directors of a company to enact the business and it is then for investors, in this context governments, NGOs, bilateral funding agencies and conservationists to support the company to enact its business. This business can be as broad or as focused as the investor wishes to place their resources and expertise – it can be clean water, it can be health care, or education; it can equally be saving lion, rhino or hirola. The principles of good governance are as deeply rooted and beneficial in saving a species as they are for

providing top quality health care. The challenges to this concept start with making a change to people's mindset and an acceptance of greater risk by governments and NGOs. This has to be accompanied in parallel with an acceptance by conservationists to move away from short-term species-focused projects and instead recognising the value of investing in a longer term institutional approach as the best foundation for good conservation.

A major untapped potential exists for real partnerships between government, NGOs and the private sector and, in the case of Northern Kenya, significant commercial opportunities exist in tourism, livestock and the sale of fruit, that historically have been capitalised on by middle men or have been simply wasted. From a conservation perspective if the millions of dollars spent on people-projects can be integrated into community conservation projects it opens up a whole new source of funding to meet the challenge of keeping endangered species and pristine forests secure.

For development agencies and bilateral funders it establishes a more holistic and integrated approach to development with the significant benefit that their investment is no longer a project but an institutionalised process that has long-term horizons which will outlive the limited time frames of bilateral funding. This concept is now well established and being implemented in Namibia which is at the forefront of the integration of conservation,

community empowerment and national development in Africa. There is an increasing recognition in Kenya of this approach and my expectation is that the next ten years will see a quantum leap of the investment into communities and a more holistic approach to both development and conservation.

Here's one example of how this can be implemented. The Tana River Primate Reserve is a Nationally Protected Area 80 miles up river from the Tana Delta and is home to two endemic, endangered primates – the Tana River crested mangabey and the Tana River red colobus. This is the last remaining intact riverine forest along the Tana River, yet it is under threat of destruction by the local Pokomo community for agriculture. This protected area was the recipient of a multimillion dollar grant from the Global Environmental Facility (GEF) through the World Bank. The funding was focused on re-establishing the protected area and moving 'the invading community' away from the protected area. The community refused to move and took the Government to court to contest the legitimacy of the new protected area. They won the case and the money was returned to Washington.

Despite the massive investment, the enormous environmental challenge and the incredible value of a natural asset, the system has failed. Fifteen years on this community came together to form the Ndera Conservancy. The leadership of the conservancy is elected

from within the community; the community have opened a dedicated bank account; employed a manager with a Masters degree and employed 14 game guards to look after 'their wildlife and their environment'. The National Wildlife Authority, Kenya Wildlife Services, have signed a 20 year memorandum of understanding for the Ndera Conservancy to have joint management of all the tourism on the East bank of the Tana River within the gazetted protected area. Through the conservancy, a market is being sought for the tons of mangos currently going to waste and which are exploited by middlemen to the detriment of this impoverished community.

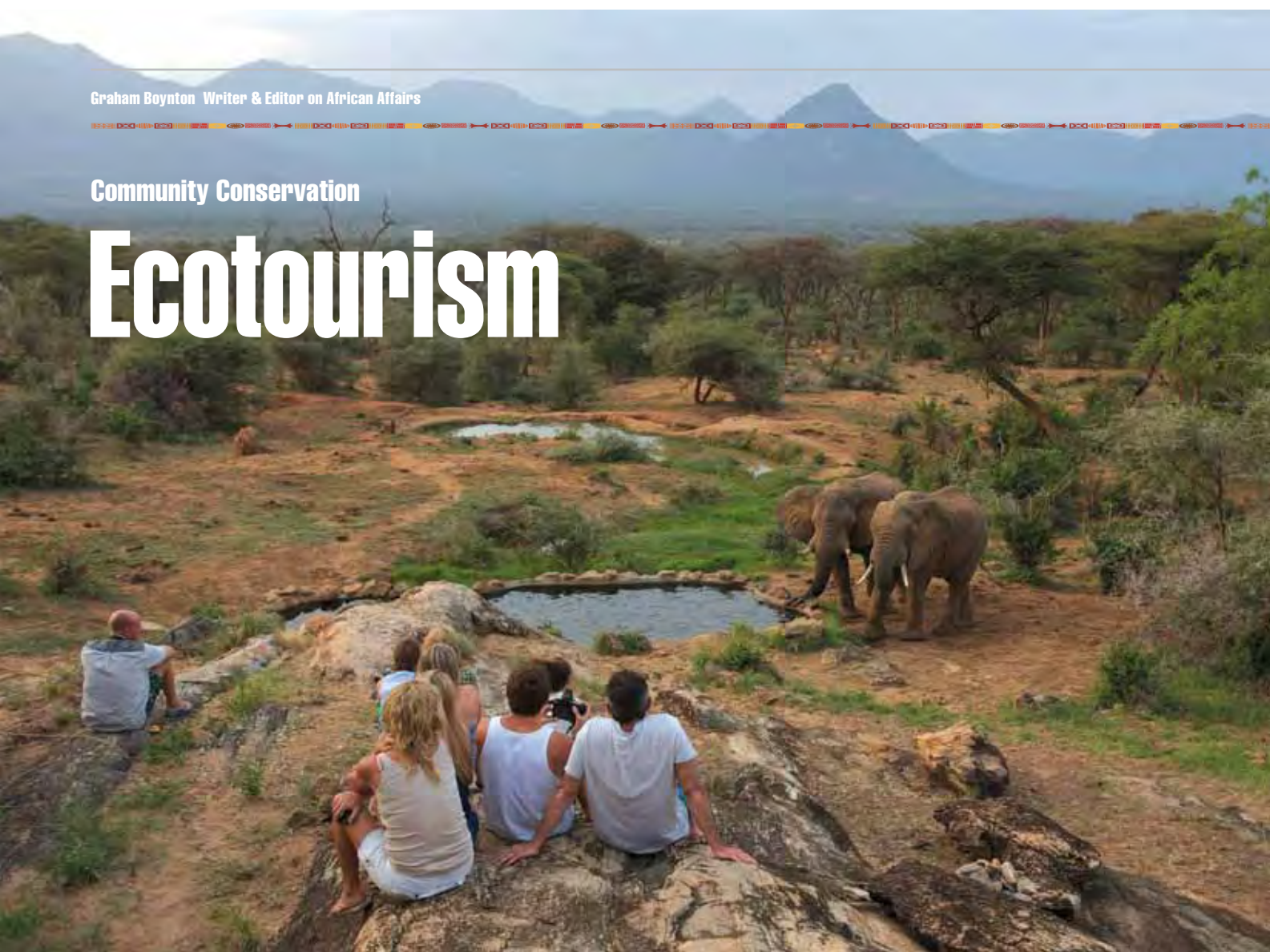
The foundation has been laid for an entirely new economy through tourism and the sale of fruit. A structure is in place for the government and the communities to financially benefit from the protection of the riverine forest – and the endangered primates have the hope of a more stable future. All the pieces are in place to enable the original GEF investment into the protected area to happen, the key difference between now and then is that the communities own the process.

As conservationists if we can evolve away from saving animals and move into integrating people conserving animals through a formally structured local organisation, we have the potential to capture significant funding currently evading us and confront the environmental challenges we all face. ▶



Community Conservation

# Ecotourism



**T**here is a simple truth about the wildlife tourism industry. Without conservation there would be no wildlife tourism industry. That the conservationists in

Africa are trying to preserve dwindling parcels of wilderness and protect species of animals that are hurtling towards extinction are well-known facts. However, less understood is this immutable bond between conservation and tourism.

Being a Zimbabwean, let me first tip my cap at that country's pioneering Communal Areas Management Programme for Indigenous Resources (CAMPFIRE) programme which started in the mid-70s and which was the philosophical springboard for most community-based conservation projects today. The CAMPFIRE position was simply that wildlife must have a financial value to local communities, a value higher than alternative land uses such as cattle farming. That position remains at the heart of community conservation programmes 35 years later.

The best examples of community conservation can be found in pockets all over the sub-Saharan wilderness – Sarara, Sasaab and Tassia in northern Kenya, the Olare Orok Conservancy on the borders of Kenya's Masai Mara, Pafuri and Outposts, both within the Makuleke Park that forms the northernmost

part of South Africa's Kruger Park; the Comaco operation in Zambia; and all the game lodges in Botswana that pay substantial lease fees and also pay community structures.

In all these areas the communities have been persuaded that the revenue from wildlife tourism is the way forward and, to varying degrees, the continued footfall of foreign tourists is proof that the model works. Ideally these are high revenue, low volume models, so that the impact of tourism on the habitat is minimal. Where the opposite occurs – low revenue, high volume – even if there is some notional community benefit, problems occur. Here Kenya's Masai Mara provides the most vivid example. In the early 80s there were around half a dozen lodges in the Mara with fewer than 300 beds in total. Today there are more than 25 permanent lodges and a total of 3,000 beds.

East African conservationists have said that soaring visitor numbers have severely damaged the Mara's roads and grasslands and the high volume model makes the Mara particularly vulnerable to tourism slumps, brought about by economic downturns such as the one we are experiencing in Europe and socio-political volatility such as the problems Kenya is currently suffering. The smaller, high-end tourism products undoubtedly ride these

turbulent times more convincingly.

Then there is poaching, an African wilderness curse that will not go away. According to a recent survey by the International Livestock Research Institute, the Mara's ungulate population declined dramatically between 1989 and 2003 as a result both of poaching and human encroachment. Giraffe numbers fell by more than 90%, warthogs by 80%, hartebeest by 76% and impala by 67%.

The carnivores that depend on these animals are, according to the Institute's Joseph Ogutu, the next casualties. "The numbers of lions are going down, the cheetah numbers are declining," he says, "and the wild dogs in the Mara system have become all but extinct."

The dramatic decline of other species, particularly big cats, throughout the continent make the adoption of community conservation projects, and the support of such projects by the international travel industry even more urgent. According to Dereck Joubert, National Geographic's explorer-in-residence in Botswana, "Just over half a century back, there were more than 450,000 lions roaming across Africa. Today, there are fewer than 20,000 left on the whole continent. We have a crisis on our hands that only a global effort will sort out."

Equally as serious has been the sudden wave of rhino poaching, particularly in South

Africa. Last year the country was losing a rhino a day to poachers, the heightened demand a result of a rumour that swept through the Far East that the horn in powdered form possessed cancer-curing properties, a claim that has no medical support. In fact it is as preposterous as claims that rhino horn was either an aphrodisiac or a cure for flu, both reasons given for previous waves of rhino poaching.

In the middle of this are the small community-based conservancies that appear to be swimming against the tide. Whereas corruption, poaching and habitat degradation are now commonplace in the Masai Mara, on the fringes of the reserve is a community-based conservancy that proves the point. The Olare Orok Conservancy (OOC), a 22,000 acre patch of wilderness adjoining the Mara Reserve, which comprises 184 plots of freehold land whose Masai owners have agreed to remove their cattle in return for ecotourism revenue.

The deal was brokered by Jake Grieves-Cook and Ron Beaton, both highly respected Kenya hands, and among the partners are Richard Branson's Virgin group and Dereck Joubert's Great Plains group who have collectively put up \$250,000 for the right to build and operate tented camps in the conservancy. What is unique about the OOC is that they have strict limits on the visitor

numbers – there is one tourist bed for every 350 hectares of conservancy land.

The importance of the OOC is confirmed by Dickson ole Kaelo, a Masai ecologist based in the Mara. He says the Kenyan Government "must support" the expansion of conservation and tourism on Masai community lands along the lines of the OOC. "This land is critical to the survival of most resident and migratory wildlife species such as elephant and wildebeest,"

he says. "For the few years of their existence these conservancies demonstrate pragmatic approaches to sustaining the Mara's wildlife, giving a better tourist experience and providing returns to the land owners for investing their land in conservation."

Take it from the Africans themselves – community conservation is the only way to a sustainable African wilderness. ►





## Community Conservation

# Education



**A**frica is big. For many people who live there it is seemingly endless. To those living elsewhere, popular wildlife films on television often fill in the gaps but convey the same message – that Africa remains an immense undeveloped continent of wilderness populated primarily with its iconic wildlife: vast herds of grazing animals and their fearsome predators that roam savannas free of people and the inevitable resource competition that comes with them.

But reality is something quite different. In Africa, as elsewhere around the world, wildlife is increasingly squeezed into smaller and smaller areas by an ever-expanding human population. There are now more than a billion people living in Africa. Even in the few spaces where wildlife still have the freedom to live in relatively uninhabited wild areas, wildlife is declining – in some places, at an alarming rate.

Why? The fact is that simply setting aside habitat will not conserve wildlife. If surrounded by growing human populations, these areas can be – and often are – merely perceived locally as bread baskets. Similarly, laws alone do not protect animals unless they can be enforced. Science and all the knowledge in the world will not safeguard wildlife unless it can be applied meaningfully in the context of limited resources and a growing human population. The most

important message here is that ultimately, wildlife conservation is about people, and finding ways of affecting the lives of people will be the only way to conserve wildlife. There needs to be a sense of value, and, ideally, respect, for wildlife – and nature more broadly – by the very people who compete with the wild animals for their resources, whether that means water, grass, or food (including the wildlife itself). People need to care about wildlife and about the future.

It is easy to appreciate the nearly impossible task of convincing people they should care about wildlife when they are challenged by an uncertainty around where their next meal is coming from. But human subsistence is only sometimes the force driving wildlife populations to decline in Africa. In some parts of Africa wildlife populations are declining simply because people attach little or no value to 'nature'. Added to this general apathy, are serious health problems, especially HIV/AIDS, an issue that profoundly affects the lives of people through much of Africa. Asking someone to care about the fate of an endangered cheetah, or to understand the value of a healthy environment, for example, when he or she has very little certainty in his or her own future is, frankly, a lot to ask!

Wildlife conservation is only partially about

the present. It requires a broader perspective that includes an interest in the future and empathy for other living things and for the natural world aside from people. But organising one's life with an eye to the future requires that the present be at least somewhat secure, a basic fact that remains a chronic obstacle to successful wildlife conservation efforts around the world.

Botswana is a big country in southern Africa with a human population of less than 2 million. It is known for the Kalahari Desert and the Okavango Delta, and some of the richest wildlife habitat on the continent. With 38% of the country allocated to wildlife in the form of national parks, reserves, and wildlife management areas, Botswana has developed a thriving wildlife-based tourism industry. But all is not well in Botswana, even though, by all appearances, it should be. Botswana is also a country with one of the highest HIV infection rates in the world, and in recent years, it has experienced dramatic and alarming declines in its wildlife, possibly putting its thriving tourism industry at risk.

Recognising a need for change, in 2004 the Botswana Predator Conservation Trust began developing a new approach to conservation education and called it 'Coaching for Conservation' (C4C). C4C focuses on restoring

the relationship between children, boys and girls, and their environment by first addressing the more fundamental relationship children should have with themselves and their own lives. We believe that to grow up caring about the world around them, children need to start with respect for themselves, their own health and their own lives. Only from that foundation can anyone choose to have a future and be expected to be proactive about protecting it. Coaching for Conservation's mission and mantra is to inspire a generation of 'Kids who Care' – about themselves, about others, and about the natural world around them.

Most conservation education programmes focus on building knowledge, but we know from experience that knowledge alone does not change behaviours. Fostering emotional bonds with wildlife requires a programme that not only teaches children about wildlife, but changes the way they think about it. The C4C approach is to first learn about wildlife, then from it in order to develop respect for it. The C4C programme uses sport, strong mentors, and dynamic teaching to achieve changes in understanding and behaviour.

Organised sport can be enormously powerful and transformative. It can trigger social change, and has become a valuable global mechanism for delivering messages of peace, health, and life-motivation. Teaching messages through sport can, literally, change the world. Sport brings communities together to compete in an environment of goodwill formally and informally. Sport brings the world together with events such as the 2010 Football World Cup in South Africa. Sports celebrities of all sorts have an impact far beyond the arena in which they compete. Former UN Secretary General, Kofi Annan once said, "Sport is vital for the health and strength of our societies and global community; it is not a by-product of development, but one of its engines and an important agent of social change." Sport for children is about having fun, and the overriding principle of C4C is that children learn better when they are having fun.

Coaching for Conservation, sponsored by Tusk with the generous support of Investec Asset Management, channels the power of sport, and specifically soccer (football), using a team of international professional coaches engaged to teach a dynamic but uniquely designed curriculum of skills and player development. We are committed to making kids better soccer players, who want to come back and learn more. Sport inherently rewards both personal commitment and teamwork. Athletes must invest in their own success, as well as the success of the team, group, or community.

### Animals as coaches

Having successfully captivated a group of kids through sport, Coaching for Conservation's next step was to link the wildlife heroes to our sports heroes through C4C's Learning from Wildlife Model which establishes African predators as animal coaches that can teach everyone some things about soccer and conservation.

For example, African Wild Dogs are extremely cooperative large carnivores that rely on their pack for hunting, reproduction and protection. On the soccer field, wild dogs teach us the importance of team work and the strength created through cooperation. Similarly, cheetahs rely on their speed, balance and agility to survive, attributes that are vital on the football pitch. Fast ball dribbling and acceleration are taught by the cheetah coach – mimicking its survival skills to improve soccer skills. Leopards are solitary and territorial.

They teach the importance of maintaining your position on the field, being the best you can be as an individual, while always respecting the skills and positions of your teammates. In a conservation context, these attributes can help to understand the need for everyone to have space, and relating to why national parks and wildlife management areas are important to the country. There is much to learn from animals about living up to both our individual and collective potential. Animal coaches (heroes and mentors) teach by example the importance of respecting one's self, others, and the environment. At C4C children learn about wildlife and the problems wildlife encounter while the varied activities challenge them to use their animal coach's skills to succeed. This holistic teaching model focuses

on fostering a meaningful link between youth and wildlife so that they are personally connected to the survival of their mentors in the real world.

### Multiple learning approaches

Based on 20 years of experience and research, the C4C curriculum incorporates a range of educational interventions and multi-dimensional learning – and makes it fun. It has selected the best-known devices from education models including Health and Development, Conservation Education, Sport and Development, Science curricula, behaviour change, and the roots of empathy. C4C has recruited a dynamic team of professional coaches, educators, scientists, and volunteers (as many as 40 for the annual programme). Inspired by our virtual animal coaches they deliver a unique, energetic and memorable programme for Botswana's children that could be effective anywhere in the world and aims to instil real behaviour change.

4,000 children have gone through the C4C programme since 2004. Those children have demonstrated statistically an improved knowledge of conservation issues, empathy toward others (including wildlife) and dramatic improvement in behaviour on the soccer field. Through the C4C programme we can, and do, significantly influence the values and priorities of youth by inspiring in them a connection to wildlife based on awareness, knowledge, and empathy.

Coaching for Conservation is a dynamic multi-platform curriculum that leads children through a process of discovery, integration, intention, attitude and, finally, behaviour. It links children with conservation awareness through sport and the animals we want to see protected become familiar mentors on the sports field – enabling a relationship of respect while creating through knowledge an empathetic link directly to those animal species.

Imagine if the half a billion children growing up in Africa today grew up to be 'Kids who Care' about wildlife.





## Community Conservation

# Enterprise

**N**RT Trading was established in 2006 as an initiative to promote enterprise development amongst member communities of the Northern Rangelands Trust (NRT) conservancies in north Kenya. Communities have traditional skills that allow them to develop jewellery, household items and clothing; however, most of these goods are produced for individual use and very few of these products are sold through markets, either locally or internationally. Communities in these areas lack the knowledge of how to market products and are hindered by long distances to market outlets and an over-supply of traditional tourist items.

NRT Trading engages with primarily women's groups to promote enterprise development through facilitating business training sessions, technical assistance in product development, and access to local and international markets. The goal is to provide women's groups with the opportunity to gain a competitive edge in the craft market and offer sustainable income generating activities to communities in NRT conservancies.

### Changing lives

Four years ago when I first visited Melako Community Conservancy, I met 33 year old Nasuru (Josephine) Learyaro. While Nasuru appeared to be a happy young woman, full of

energy, I later came to find out that her life story had been a difficult one and faced with many hardships. Her eight children would often skip meals, miss school and did not have access to healthcare. When she and her husband, a security guard at the local school, could afford to buy food it was often just maize and occasionally a bit of meat. Vegetables were rare and the quantities scarce. This was before Nasuru joined the Salamis Women's Group – a programme of the Northern Rangelands Trust

and the Melako Community conservancy – and learned how to produce beautiful and unique beadwork. Now the songs that Nasuru and her friends sing are filled with hope and talk about 'the light at the end of the tunnel'.

Nasuru stands out in the group because she is vibrant, intelligent and chatty – all qualities that have made her a leader in her community. Nasuru never had a chance to go to school but has high hopes for her children's education. She has been able to build a small business

known as a 'Manyatta duka' where she sells beads from her family home. Her children seem confident and happy. They are all well clothed, look healthy and attend the local school. Nasuru's income helps pay for their education.

Nasuru is one of the over 800 women who supply handcrafted beadwork to NRT Trading and whose lives have been changed for the better.

All the women involved with NRT Trading have undergone training on business and product development to enable them develop and run small businesses.

NRT Trading is currently working with women from Kalama, Melako, Lekurruki, Sera and West Gate and as experience and markets are gained will gradually expand to others. Working with and alongside each conservancy management team, NRT Trading has structured its training and product development through existing and new women and youth groups with established monthly market days in each conservancy.

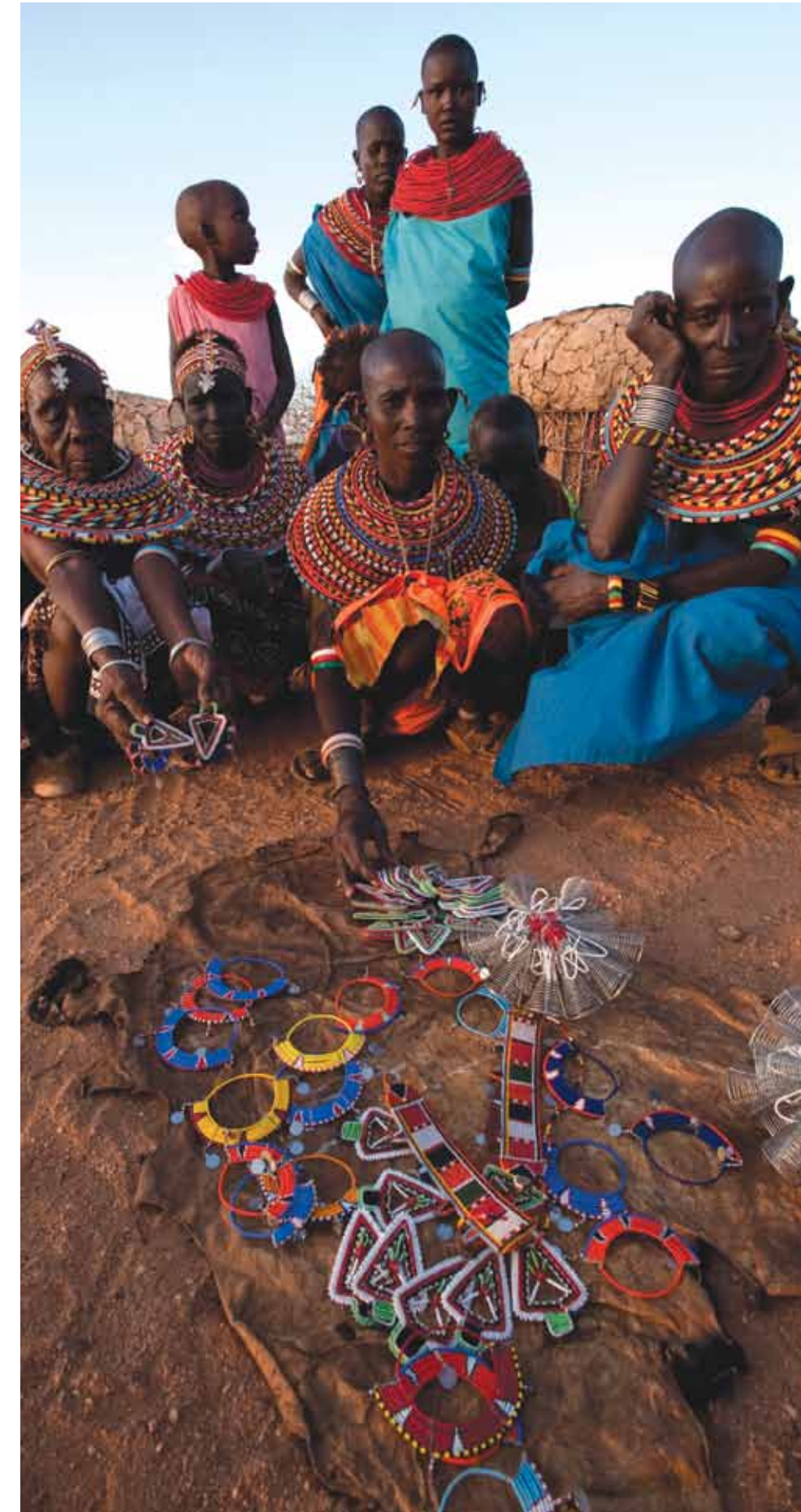
A range of items are now being produced, packaged, branded and sold to national and international outlets with sales income going directly to individuals and their households, and covering the costs of raw materials, packaging and delivery. The onus is on sustainability. Linked to NRT Trading is a micro-credit scheme, which allows conservancies to provide modest loan facilities so that local people involved can develop micro-enterprises around the NRT Trading brand. Financial assistance is provided in the form of a loan that is paid at a 5% interest per annum.

The NRT Trading initiative is also providing an avenue for other issues to be addressed in the communities – including health awareness, particularly on sanitation and HIV/AIDS, and communication on conservation and natural resource issues. For women in particular this is increasing their voice and creating empowerment to engage more proactively in day-to-day matters.

The future of NRT Trading is bright and exciting. With continuity and gained experience, NRT Trading will have a meaningful impact on the lives and welfare of local people in northern Kenya benefiting both communities and wildlife in the region.

### How NRT Trading works

NRT Trading markets items from local women to local tourism operations, trade exhibitions, international zoos and conservation entities around the world. When NRT Trading receives orders for these products, they purchase the products from the local women, which are then packaged and delivered by NRT Trading. All the sales proceeds are deposited in an NRT Trading bank account managed by NRT. This money is then used to fund further purchases of products from local women and to cover packaging and delivery expenses. In the future, it is expected that this money will also be able to cover staff salaries and operating costs so that NRT Trading is sustainable in the long-term.





# Uganda Conservation Foundation

In the 1960s Uganda was celebrated for having the most elephant, hippo and buffalo per km<sup>2</sup> in Africa. Then came the massacres of the 1970s and 1980s.



ABOVE UCF training UWA rangers in boat operations, safety and rescue techniques and first aid.

**T**he recovery and growth of the wildlife populations since the 1980s undoubtedly contributed to Uganda being named Lonely Planet's 'Travel Destination of the Year' in 2012. Things were looking good. But what we are seeing now has shocked us all. Poaching is once more happening on a scale not seen in over 30 years. For the last decade, the Uganda Conservation Foundation (UCF) has been working to protect the country's wildlife, partnering with the Uganda Wildlife Authority (UWA) and local communities to reduce poaching and its causes, and Tusk have been at the heart of recent successes through their support of three of UCF's projects.

In UCF's core area – Queen Elizabeth National Park (QENP) in south western Uganda – the Greater Dura region is being re-opened as a vital wildlife corridor linking the National Park to the neighbouring Kibale Forest National Park. Tusk co-sponsored the construction of Kyondo Ranger Post, providing a permanent ranger base to protect the wildlife recolonising the

area. UCF has established a network of fully-equipped marine ranger posts to patrol western Uganda's extensive waterways, mounting anti-poaching operations and protecting fish breeding areas, and also to provide community and tourism safety and rescue services. This requires specialist training of the rangers. Tusk's support was invaluable in bringing together Marine Ranger Units from QE, Lake Mburo and Murchison Falls National Parks to receive training from Poole Harbour Survival Ltd specialists.

Most recently, following a direct request for assistance from UWA, UCF has been extending its operations to Murchison Falls National Park, where poaching has reached critical levels. UWA brought in rangers to sweep one small area of this vast park and, in the space of just three days, a staggering 1,157 wire snares were removed.

But this level of effort cannot be sustained without the infrastructure to support it and, thanks to Tusk, a marine ranger station has been constructed directly at the Delta site.

## Supporting anti-poaching in Murchison Falls and Queen Elizabeth National Parks

Building on the success in QENP, developing UWA's water-borne anti-poaching capability in Lake Mburo and Murchison Falls National Parks has become a priority. Previously poachers, bushmeat and ivory smugglers had the freedom to operate unchallenged throughout Lakes Edward, George and Albert, and on rivers including the Nile. Thanks to UCF, UWA now has five marine ranger stations, six patrol boats and over 50 trained rangers. The current surge in poaching, a further outbreak of anthrax in hippos in QENP, and the continual need to provide a rescue service to fishermen and tourists, all place a huge demand on the newly-created unit.

Following the tragic accident in Murchison Falls in April 2011, when two tourists died on the River Nile, UWA have been adamant that they needed more training and capability. So in November last year UCF arranged for two specialist trainers from Poole Harbour to return to Uganda. Thirty marine rangers were



CLOCKWISE FROM TOP LEFT A UCF marine ranger post; Michael Keigwin handing over the newly constructed Kasese Ranger Post in Greater Dura, QECA; treating a snared elephant in Murchison Falls National Park.

trained to internationally accredited levels as coxswains, and six as 'trainers' themselves – a first for any boat operator in Uganda! Previously trained (but not accredited) rangers were also brought back to carry out military-style patrols and combined exercises with the land-based ranger units, to fine-tune their anti-poaching and safety and rescue techniques.

The value of this training was highlighted at Mweya in QENP, where the professional instructors safely rescued two German tourists whose tour boat had broken down. To their amazement, instead of thanks, the instructors received a barrage of abuse, which should have been aimed at the tour operator! The trainers – ex-special forces and police – firmly bit their bottom lips and left the ungrateful tourists with their drivers. However, it provided some useful real-life training: as one of the trainers said, "It was great for the rangers to see the rescue and professionalism first-hand."

The course initially focused on getting rangers of varying boat-handling abilities to pass either the coxswains or trainers courses: since this accreditation is a first in Uganda, let alone within UWA, the successful rangers are justifiably proud of their achievement!

Stage 2 of the training involved the team and rangers moving to Murchison Falls NP, where a brand new boat and engine, donated to UWA by UCF, enabled them to carry out three days of fast water exercises in safety and rescue work, as well as targeted anti-poaching exercises along the Delta region of the park.

Tom Okello, Chief Warden of Murchison Falls, said, "This is the most impactful and practical training we have ever had", and has called on UCF to get further involved, helping him and his rangers to counter the surge in poaching. Having worked with Tom for seven years when he was Chief Warden in Queen Elizabeth NP, UCF has developed a clear mutual understanding and respect with Tom and of course with UWA, providing for an

effective and productive relationship. The new patrol boat will eventually be housed in Pakuba Marine Ranger Station (also co-supported by Tusk), directly at the Delta site where over 1,000 snares were found and removed. An example of the extent of the problem being faced was highlighted on a UCF team visit to Tom Okello to plan the Foundation's support. The team noticed an elephant behaving oddly in a distant thicket. On investigation, sure enough, it had a snare cutting four inches deep into its foot. Thanks to this chance encounter, the snare could be removed promptly and the elephant is now fine – but for every elephant, lion or other snared animal that is spotted and helped, there are many more that die unseen.

So what happens now when an elephant or other animal is caught in a snare? Well, if it is seen in time, if there is a vet around, if there is a dart gun, if the drugs are accessible, if a park vehicle is available, and if the fuel for it is there, then help can be given. All too often these 'ifs' don't come together, but UCF aims to ensure all the factors are to hand, so that stricken animals can be attended to within hours, rather than days – or not at all.

## Recovering the Greater Dura sector of Queen Elizabeth National Park

In Greater Dura, UWA's rangers are challenging poachers head-on, removing and destroying their snares and traps, and arresting individuals: UWA continues to make good headway in gaining control of the 400km<sup>2</sup> wildlife corridor between QENP and Kibale Forest.

Recently, UCF's project officer, in the area to carry out research, was pleased to report that wildlife from both Kibale Forest to the north and QENP to the south was beginning to use the area for the first time in decades.

The construction of the Tusk-funded Kyondo Ranger Post is nearing completion: this facility will provide protection to wildlife entering Greater Dura from Kibale Forest. Once

it is complete, four rangers will be permanently based in the area – the first time in 50 years.

Tracking and countering well-equipped poaching gangs in such vast areas is extremely challenging, not least because many of the rangers are also required to help protect local communities from elephant crop-raiding in the distant peripheries of the park. Sadly, more often than not, their efforts in the face of difficulty and danger go unrewarded and unrecognised.

It is clear that times have changed in the region, and maximum effort needs to be put into UWA to regain the upper hand over the poachers. It is also clear that greater support is crucial to meet the region's vast needs.

The impact of UCF's work, with Tusk's support, has been immediate and important, but we must make it sustained. Complacency is not an option.

**DHL delivery!**  
DHL, a longstanding Corporate Partner of Tusk's, greatly assisted the charity by delivering 500 PACE books to the UCF offices in Kampala. Patrick Agaba, UCF's Project Manager, received the shipment on behalf of Ggaba Training College which you can read more about on page 41.







**Over the last five years, the Bongo Surveillance Project (BSP) team has discovered that there are small isolated groups of mountain bongo, a strikingly beautiful antelope, surviving in the wild, living in Kenya's highland forests.**

**F**ound only in Kenya, the mountain bongo is critically endangered and is one of only two recognised subspecies of the bongo antelope. It was thought that the species could be extinct; so it came as a wonderful surprise to learn that there are populations surviving despite loss of habitat and heavy poaching.

The species has undergone a drastic decline over the last four decades. Exact numbers are currently not known, but inferential figures suggest there may be fewer than 100 individuals remaining. The threats faced by mountain bongos are many and varied. The central Kenyan highlands that they inhabit lie close to cities such as Nairobi, Kericho and Narok – all of which are experiencing a human population explosion. This has given rise to a proliferation of illegal and destructive activity within the forest reserves, ranging from logging and charcoal production to active poaching with snares and dogs. Along with many other species in the region, the mountain bongo is hunted as bushmeat to feed a growing human population.

#### The surveillance project

The BSP is a small grassroots community-based initiative that aims to conserve this highly endangered animal through the protection of their habitat and by encouraging local communities to get involved in their conservation. With Mike Prettejohn's leadership, BSP has gained extensive knowledge of the bongo and its habitat. Three small groups of bongo have been located in the Aberdares, a small group in the southeast region of Mount Kenya, the same on Mount Eburu, and a similar group recently identified in the southwest Mau forest.

The extreme nature of the animal's habitat – impenetrable high-altitude forest and bamboo thickets in precariously steep ravines – makes conventional tracking and monitoring methods difficult. Often the only evidence that they are present at all are the spoor and droppings they leave behind! The BSP representatives from the partner communities carry out regular monitoring with the use of camera traps. Prettejohn adds, "This has not been an easy task, as the terrain is some of the most difficult

in Kenya with conditions being particularly wet and cold. It can be an enormous challenge just to change a camera trap memory card!" The BSP team members have, in the last five years, learned new skills, ranging from giving presentations, to learning about new technology, GPS/mapping, and monitoring camera traps.

#### Education is key

No conservation plan is possible without the goodwill of surrounding communities. With Tusk's support, the BSP has developed a conservation education programme led by Peter Munene, the Bongo Wildlife Club's coordinator. Since 2005, the education programme has grown from six to thirteen schools, all selected for their proximity to the few remaining Bongo groups. In addition, The Mountain Bongo Wildlife Clubs were formed in 2007 to increase awareness of the Bongo Surveillance conservation initiative. With Tusk's PACE materials as a foundation for the programme, the Wildlife Clubs are a vital part of the Bongo Surveillance initiative and conservation programme. With the support of the teachers and the community, the clubs raise awareness about the vital resources of the forests, rivers and unique wildlife, highlighting the importance of these resources to the livelihoods of children and their families.

"Since the introduction of the BSP wildlife



**"I am delighted how the project has evolved. Its success comes down to working closely with the bongo patrons and with teachers of each bongo school club."**

**Peter Munene** Bongo Wildlife Club's coordinator



ABOVE LEFT Bongo in the Aberdares – the only 'live' photo taken in the last decade. ABOVE CLOCKWISE FROM TOP LEFT Aberdares National Park 'Doing a congo for Bongo'; Bongo Wildlife Club with Juliette Shears; tree nursery and fuel efficient stoves demonstration lesson.

clubs in my school," says Harry Thiku, a Mount Kenya School patron, "I have witnessed a change. The community has come to know about the bongo, and people appreciate its presence and are ready to conserve its habitat."

Munene has been involved in the schools' coordination from the onset. "For most of my working life I have been involved with wildlife – previously as a safari guide," says Munene. "I feel so privileged to have the opportunity to make a difference. It is so important for the next generation to learn about the significance of preserving wildlife before it is too late.

"Over 900 children have had the opportunity to visit the Aberdares National Park and the Mount Kenya William Holden Educational Centre," Munene adds. "For nearly all pupils and teachers, it is the first time they have ever had the opportunity to go to a National Park.

"It is the creativeness of the Bongo School Clubs that I find so inspiring," he continues, "Kamburaini Primary School has even modelled a 'bongo' out of mud and clay for all the school to see. It is positioned right in the middle of the school," he comments proudly. "The club pupils share their enthusiasm and new knowledge with their families and take back trees to plant at home."

BSP has also initiated a number of projects at schools within the bongo regions. Projects have included development of alternative energy sources and the donation of new, more fuel efficient stoves, or 'jikos', which use significantly less firewood. Tree nurseries and various agricultural projects have also been created, and local communities have been encouraged to plant trees. Munene recalls the recent drought when a project supported by the

BSP enabled the school to develop a school garden. "The output from this project," explains Munene, "meant the pupils had some potatoes at lunch time and any leftover were sold to the communities, which helped to pay for school uniforms and exam entries."

BSP members strongly believe that the involvement of the community is vital. Without local commitment it would be an impossible task to conserve the surrounding forests, minimise wildlife poaching activities and subsequently protect this critically endangered antelope. By engaging the support of the community through the local schools, there is an opportunity to make a lasting contribution to conservation and protecting the bongo and its natural habitat.

Prettejohn, who organises the surveillance activity, adds, "With effective monitoring in the field and community support we have had good news through the use of our camera traps. At the end of last year, we learned that the Honi group of bongo had new young, and in early 2012, a very healthy female bongo was photographed on Mount Kenya. This news is very motivating for all involved. We do hope that, with the continued support from the communities, these forests will be able to provide a safe home for this most critically endangered species in years to come."





# PACE

**News from the Pan African Conservation Education (PACE) project, Tusk's flagship environmental education programme. Run in partnership with Siren Conservation Education, PACE provides resources and training for educators across the continent.**

**T**he Tusk office has been busy yet again this year with gaffer tape, sending PACE packs out to over 30 organisations in 10 different countries, bringing the total number of organisations using PACE close to 400. Some of these were out-of-the-blue contacts from people who had come across the PACE website ([www.paceproject.net](http://www.paceproject.net)) whilst others were repeat requests from organisations seeking to extend their use of the resources into new areas. A few examples include:

## PACE in Africa

### Cameroon

Following successful PACE trainings in gorilla habitat areas in 2010-2011, PACE is starting to influence education on a national scale in Cameroon. PACE resources have been central to a programme to strengthen conservation education in schools across the country. The resources provide background, a training tool, and a model for working groups of educators who are developing their own classroom and teacher training resources based on Cameroonian context and information. Conservation agencies have provided information, interviews and case studies. Outputs will be tested in more than 60 schools next term.

Tusk supported the project launch, a major seminar for school inspectors, pedagogic services and teachers in Yaoundé, and sent PACE packs for additional, regional follow-up workshops. The project is also conducting a major survey of teachers' attitudes to and knowledge of environmental issues and a review of environmental education in the Cameroonian curriculum. Through a grant from the Arcus Foundation, the Cameroonian NGO United Africa Association (UNAFAS) Conservation Values Programme will provide extensive in-school training next year, using PACE and the new Cameroonian supplement.

### Madagascar

Malagasy primatologist Dr. Josia Razafindramanana is leading the way in Madagascar, working with Roots and Shoots Madagascar to integrate PACE into teacher training at the École Normale Supérieure in Antananarivo. Environmental education using PACE Action Sheets will also take place in Josia's crowned sifaka lemur research sites. Tusk's grant matched funds raised from the European Association of Zoos and Aquariums and Primate Conservation Inc. which has enabled training workshops and demonstration projects to commence on campus. Students from the college have taken part in a field-trip to Antsiranana, northwest Madagascar, visiting primary schools to conduct environmental education training with teachers and parents. Across the island, other projects using PACE include the Missouri Botanic Gardens projects in the Malagasy Central Highlands, a US Peace Corps agroforestry project in the northeast,

Hoavy project in Ranobe in the southwest, and Azafady in Fort Dauphin in the southeast – all points of the compass have been covered!

Organisations in both Madagascar and Cameroon have contributed to French translations of PACE, and are eagerly awaiting the French edition of the pack for field testing this year!

### Rwanda

A copy of *Africa Our Home* on a shelf in a field station in Rwanda inspired Peter Clay of the 'Great Apes Trust' to request PACE packs for 14 eco-clubs in schools neighbouring the Gishwati Forest. This project, supported by Rwandan President Paul Kagame, is rehabilitating a degraded forest to support a growing population of chimpanzees and tackle the catastrophic flooding and soil erosion caused by deforestation. It is exciting to think that PACE resources are supporting efforts to improve living conditions for local people in what has recently been designated Rwanda's newest national park.

**"The teaching aids available on this site are simply brilliant!"**

Missouri Botanic Gardens Madagascar



**CLOCKWISE FROM TOP LEFT CAMEROON** A group of teachers from Menchum province undergoing PACE training; Melanie Tamnjong presents paper mash resource exercise at PACE launch in Yaounde; a PACE seminar being conducted in Bamenda, Menchum. **MADAGASCAR** A tree nursery in south west Madagascar inspired by PACE. **SOUTH AFRICA** Economical wood burning stove being used at Tshulu Trust in HaMakuya.

### South Africa

Tshulu Trust, a rural community organisation situated on the edge of Kruger National Park received PACE packs for a community resource centre focusing on English language skills and environmental education.

### Uganda

The PACE demonstration project at Ggaba Teacher Training College in Kampala has had a successful year, with over 1,000 people receiving training. The PACE Uganda Manual for Primary Schools, featuring PACE action sheets and contributions from tutors and students at the college, has been shared with over 430 schools nationwide, and requests from more schools are received daily.

The demonstration projects are continuing to save money and improve the college environment with rainwater harvesting tanks leading to a 63% drop in water bills; fuel efficient stoves have reduced fuel bills by 75% and the kitchen is no longer smokey and uncomfortable. Revenue from the poultry enterprise, started as part of the permaculture initiative on campus, is used to pay for an annual study visit to wildlife sites like Murchison

Falls and Queen Elizabeth Park, places that many students would never otherwise have a chance to see. This initiative really encourages trainee teachers to develop an enthusiasm for wildlife which they will share with pupils in the schools where they will go on to teach.

Contacts between senior tutors at the college and government officials have helped spread the PACE message to the Uganda Parliament Environmental Sub Committee, and the Health and Sanitation office of Kampala City Council. The Kyadondo South Member of Parliament is quoted as saying: "This plainly instructive manual has provided a missing link in our struggle to bring many of our colleagues on board to defend [a threatened area of tropical rainforest] Mabira."

The Ggaba College demonstration site is now part of a wider PACE network across the country, acting as a contact point for training and resources for organisations such as the Henry van Straubenzee Memorial Fund which works with 21 schools in Jinja region, the Institute of Tropical Forest Conservation at Mbarara University of Southwestern Uganda (Bwindi Impenetrable Forest), the Kira Farm

Training Centre and the UNITE programme of North Carolina Zoo which works in Kibale National Park region.

Michelle Slavin, who conducts training for teachers about Human Wildlife Conflict, wrote: "Your videos arrived just in time, the night before our first training! We showed them on the last day and the teachers absolutely loved it. I think it was reassuring for them to know that other people face many of the same problems as they do.

"I also used some of your Action Sheets in our training manual (full credit to PACE!). A Uganda Wildlife Authority (UWA) ranger was at the training to help out and he reported back to his supervisor that the training had gone really well, which ended in UWA Kibale National Park requesting the training manual for the other national parks."

Ggaba tutor D.K. Mayanja is working with Queen Elizabeth Park Twinning Project (an innovative project which links the Queen Elizabeth County Park in Hampshire to the National Park of the same name in Uganda) to prepare a training programme for 20 teachers and 10 park rangers. With continued support ▶





CLOCKWISE FROM TOP LEFT **UGANDA** A group of teachers from Ggaba on a Nature Park trip; a permaculture workshop at Ggaba Teacher Training College. **ZIMBABWE** Grade 1 children at Chipinda Primary School in Zimbabwe looking forward to receiving their PACE packs. **UK** Virtual Explorer DVD brings Africa to children in UK classrooms; PACE inspired art by pupils at Liss Junior School Hampshire. **USA** A poster created by students at HOLA; PACE exercise being conducted by children at HOLA.

CONTINUED FROM OVERLEAF **PACE in Uganda**  
for the project from the Ugandan Conservation Foundation, the organisation which facilitated the project at Ggaba, PACE in Uganda could have a really positive impact in schools and communities in and around Uganda's National Parks in 2012.

#### Zambia

More packs were sent to Game Rangers International's community outreach and conservation awareness programme, which works with 20 schools neighbouring Kafue National Park.

#### Zimbabwe

Rosemary Groom requested some packs for a conservation project in the Greater Limpopo Transfrontier Conservation Area. She is: "Very excited about getting some of the activities implemented in the schools and showing the films to the communities. They are absolutely excellent, and very relevant."

#### PACE in the UK

The PACE UK Virtual Explorer brings the PACE films to classrooms in the UK, giving a different perspective on environmental topics in secondary science and geography. Thanks to Steppes Schools Travel, PACE was presented to teachers at the national Geography Association Conference at the University of Guildford in April. Siren also exhibited the PACE Virtual Explorer alongside their new 'Silent Forests' resources on the bushmeat crisis at the Association for Science Educators' conferences in Guildford and Liverpool.

The resource was given a great review from teacher Garry Atterton in the Teaching Geography magazine: "I would recommend this DVD to any geography teacher as it creates a very positive outlook that combines many aspects of development such as population and resources, urban issues, sustainability and local action."

If you know of a school that might be interested in using these resources, please contact us (email: [pace@siren.org.uk](mailto:pace@siren.org.uk)) or share the link: [www.pacevirtualexplorer.net](http://www.pacevirtualexplorer.net).

#### PACE in the USA

*Meredith Ogilvie-Thompson reports:*

When Tusk USA launched its *Patrons' Circle* last summer, at a private fundraiser attended by The Duke and Duchess of Cambridge, I thought a lot about our mission, and what would make it relevant to this city, so far from Africa. And then I thought about PACE, and the more than 150,000 children who have been able to learn about their environment and conserving their natural heritage, and the fit was somehow obvious.

If PACE could be so effective in teaching so many children in several dozen African countries, then why not right here?

It was a typical mid-winter day in Los Angeles, clear and bright and not too cold. The sort of day that bathes everything in light, whitewashing any imperfections. So I suppose I could be forgiven for not processing exactly where I was as I happily drove to the first US home for our Pan African Conservation Education (PACE) curriculum – it's in the epicenter of MS-13 country, a most notorious and dangerous section of town known for unprecedented gang violence, poverty and lack of opportunity.



**"We have continuously used the PACE videos in our workshops. We are also using them in Community Education and within primary schools and the results are tremendous."**

**Jacque Alinaitwe Jane Goodall Initiative**

Sitting in a classroom at Heart of Los Angeles (HOLA), a privately-funded after-school programme for inner city kids, the enthusiasm was electric. Children who had never even been to a local zoo, let alone travelled to Africa, answered questions about wildlife and agriculture and water management, and shared their ideas for solving some of the biggest challenges facing conservationists. All in a context that somehow found its way back to their own community, their immediate environment.

"How many of you have been to the beach?" I asked. A sea of hands shot up as many of the children took turns talking about their adventures at the beach, and projects they had participated in to clean up their coast. One boy was at particular pains to share even though he had never been to the beach – instead he had been to a river. He wanted all of his classmates

to know that protecting rivers was just as important as protecting oceans.

"OK, so what can you tell me about elephants?" I asked.

"They have families, big families."

"The mothers are strict, just like mine."

"Elephants take the same time to grow up that we do."

"Yeah, and they have trouble with gangs, like we do too."

And just like that, the world got a little bit smaller.

The conversation flowed from there, with children, Los Angeles children, talking about Zambia and Kenya and Botswana and the Santa Monica Mountains all in one go, while excitedly asking me if I could come back and see the agricultural project they had planted in containers in the parking lot outside.

By the time I left, I realised that PACE

is perhaps Tusk's best ambassador, its greatest communicator. That this simple yet well-thought-out curriculum had, in the space of a few short months, done more to raise awareness among a room full of future conservationists and scientists and would-be leaders than any PowerPoint presentation I could ever deliver.

"Heart of Los Angeles is grateful for the opportunity to partner with Tusk," HOLA's Executive Director Tony Brown told me as we walked toward our cars that evening.

"Together we are beginning to connect children in the US with children in Africa and throughout the world through common learning and care for our planet and all the precious resources within it. We're developing a generation of globally-minded and educated kids who will be helping to strengthen and not destroy many great communities and habitats on every continent. This matters now and for the future and Tusk is the perfect partner for this noble endeavour."

PACE is now in its third term at HOLA, and is thriving; plans are afoot to place it in several schools in New York later this year making not only Africa relevant to kids very far away, but also making conservation a universal language for the next generation.



# Running Wild

**There are any number of reasons for which the Safaricom Marathon is unique. One that gets overlooked is the fact that it is possible to buy your groceries at the end.**

This is not just a race for runners, nor is it organised by runners. It is a community event, and hundreds of men and women, boys and girls, arrive with their wares – bananas, butternut, fabric and beads – to trade with the many thousands who come for the fun. There is surely no other international-standard marathon race in the world where it is possible to buy a cabbage 50 metres from the finish-line.

Unsurprisingly, this was not what the commentator chose to emphasise. “This is the only marathon in the world,” he said, pausing for effect, “where lions run free on the course.” His words boomed over the heads of the 1,200 runners jiggling for warmth at the start. The race starts early – 7am – but this year it was delayed. Not because of poor organisation, but because there was an elephant in the way. This is Africa, after all; weather and wildlife you will never control.

Mike Watson, CEO of Lewa, is well aware of this. It is his job to police the course for unwelcome participants. He does this from the air in a helicopter, communicating constantly with a fixed-wing aircraft on surveillance and a squad of motorbikes and rangers on foot; this year’s participants included two elephants, one rhinoceros, a bachelor herd of impala, one lion, thirty zebra and twelve hundred humans.

“In most city races, if you get injured or have to drop out you can always hop on the tube – not in Africa,” said Bruce Tulloh, the Race Director and former European 5,000m champion who famously ran many of his races barefoot. Bruce is one of a number of

volunteers who fly from the UK every year to spend a week coordinating the event. “We do have evacuation procedures, but there is a sense of being out there on your own, against the hills and the dirt. And that sense of being in Africa – you never know what’s going to happen next,” he said. At 76-years old, Bruce is as nimble as a gerenuk and leads us on training runs in the days before the race.

### Behind the scenes

Staying with the Tusk team organising the race, I was afforded a unique insight into what goes on behind the scenes. There were 1,200 goody bags to stuff with kikoyis and key-rings, 800 tents to erect, many thousands of bottles of water to distribute, pasta for 1,000 to cook. Route-markers are put up at the last minute; experience has taught the team that with wildlife around, they don’t last long.

John Schofield is the founder of the race results website UKResults.net. He and his wife have volunteered as the race’s official timers for seven years now. “If someone suggested holding a marathon on what is amongst other things home to many, in the middle of nowhere at 5,500ft where there’s no water and it’s incredibly hot and bloody hilly, you’d say they were mad,” said John. It is in part because of their sophisticated timing and results system that the race is so attractive to Kenyan runners. Richard Maina is a local runner built like a gazelle. “I am not a professional but I have dreamed about it for four years,” he said. He explained that because the Safaricom race results are officially published on the internet, it helps amateur runners start their careers. “I hope to get sponsors in the future,” he said.

One day Richard hopes to post a time of 2 hr 15 min – this year he is 23rd in a time of 2 hr 45 min.

While people like Richard are gearing up for the race, Faith Riunga, Lewa’s Education Officer, faces a very different but nonetheless challenging trial. Faith co-ordinates adult

literacy classes, water projects, teacher training schemes, bursary programmes and more in eight schools that benefit directly from the Lewa marathon. She also has ten children aged 10 – 14 from each of these schools competing in the kids race. With KSh10,000 in supermarket vouchers for the winner, she says it’s the “number one event on the calendar.” In the days leading up to the race itself, Faith delights in showing visiting supporters of the race exactly what their money has achieved.

### Far reaching impact of the event

Last year, a runner representing a London bank met a 12-year old girl called Fridah at Rugusu Primary School on the Lewa boundary. The runner was understandably impressed when she led an informed discussion with him about Belgium. He made enquiries about her and discovered she was not from a well-off family; Fridah’s sisters had all left education early to go into employment in Nanyuki and, despite being unusually bright, Fridah was to do the same. He agreed to pay for Fridah’s remaining

primary education, and then to support her through boarding school in Kenya until she was 18. “No, I would not be here if it was not for the marathon,” she said. “Thank you so much, now I am going to boarding school.”

Stanley Kamau is another person taking part in the marathon – without running. An independently wealthy businessman, for four years he has been tirelessly campaigning about jiggers, a paltry-sounding infection from a parasite that affects 2.68 million people in Kenya leaving many disabled and unable to work, and which, until recently, the Government denied. “People thought it was embarrassing,” Stanley explained. On learning about jiggers,

Stanley made it his life’s mission to end the disease. Three years ago, with the support of Safaricom, he used the Safaricom Marathon to launch an anti-jigger centre at the MCK Lewa Downs primary school. This year, he visited the school again, where they had already treated nearly 600 pupils. “We want to make sure all the children and their teachers are jigger-free and can take part in such marathons as this,” he said. As well as the jigger campaign, there is a breast-screening clinic and countless other health initiatives underway on marathon day.

However, no one overlooks the importance of fun. At the finish line there is a huge stage with live reggae and children hanging in trees

to catch a glimpse of the artists playing up to the crowd. That a music festival on a Kenyan wildlife reserve is put up and down within two days and disappears without trace suggests a herculean effort indeed. Harry Hanegraaf, Logistics Manager at Lewa, amasses an army of young local cleaner-uppers after the event. It turns into quite a competition, I’m told.

### There’s still a race to run

All this, and there’s still a marathon to be run? Even during the race, my effort is put into perspective by the incredible achievements of the other runners. A team of injured soldiers from the British army are competing, many of them still on the path to rehabilitation. Elephant.co.uk has given three of its staff members the opportunity to take part – something they would otherwise not have been able to do. Tim Best, a long-time Tusk supporter, set an example to many by completing the full marathon course. Former Hannover marathon champion Daniel Mbogo won it in 2 hr 18 min.

I spent most of the 26.2 miles contemplating the above. Seeing what goes on behind the scenes and meeting the many people who contribute to this event added immeasurably to it in terms of experience. And once again, the fund-raising total has gone up; the 12th Safaricom marathon raised \$500,000. What it raised in morale, we’ll never know.

**There is surely no other international-standard marathon race in the world where it is possible to buy a cabbage 50 metres from the finish-line.**

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# Rudi Loutit: Conserving wildlife and wild places

**Rudi Loutit is a household name in Namibian conservation circles and his vast knowledge and experience gained during a life-long career in conservation is widely respected. Having spent the greater part of his career in the Kunene Region in north-west Namibia, the desert rhino have been his particular passion and concern over many years. Rudi retired from his position as CEO and Trustee of Save The Rhino Trust, a Tusk supported project, last year.**

**R**udi grew up in Kwa-Zulu Natal before qualifying as an accountant. During his student years, he attended the Wilderness Leadership School in Imfolozi Park in Kwa-Zulu Natal and, influenced by Ian Player's vision, soon decided to turn his love of the bush and wild animals into a career in wildlife conservation.

Initially, he worked on private game ranches in order to gain experience. He later took part in game capture and translocation operations of numerous species in Swaziland, South Africa and Namibia.

## Etosha National Park during the Bush War

He tells of the tough but interesting years as a game ranger in Etosha National Park (1975 – 1977). The bush war was raging with South African forces fighting Swapo guerrillas. Women were confined to the three main camps in the park, while the men lived in the bush for 20+ days a month. Rudi recalls his time spent in the field with two Bushmen trackers, two horses, a 4x4 vehicle, weapons and a tool box. Their sleeping quarters consisted of a tarpaulin in a fenced-off area. Luxuries such as fridges or coolboxes were unheard of. Each section ranger was responsible for everything from fences to waterholes as well as all other wildlife work. Long hours were spent in the saddle and on foot doing patrols and game counts.

While stationed in Etosha, Rudi undertook various research projects including studies on wildebeest, lion, rhino translocations and birds. Anthrax carcass control, aerial surveys, game counts as well as tourism law enforcement were all part of the job. Problem animal control involved mounted patrols to herd elephant back into the park from nearby farms.

## Skeleton Coast Park years

In 1978 Rudi moved to the Skeleton Coast National Park and was soon promoted to Principal Conservator. This park has a special

place in Rudi's heart and he still finds it fascinating and unique. He talks fondly of the spectacular scenery of dune fields, gravel plains, ephemeral rivers, lagoons and 500kms of coastline.

Here, Rudi was in his element with endless opportunities to study the adaptations of the fauna and flora as well as both marine and terrestrial birds and mammals.

## Save The Rhino Trust

In response to the escalating poaching in the mid-70s and early 80s, Save The Rhino Trust (SRT) was founded in 1982. Rudi, with his late wife Blythe, was a founder member and Trustee from the Trust's inception.

The fundamental aim of SRT was, and still is, to monitor the Namibian rhino population continually and as effectively as possible while reducing the motivation for poachers to enter the rhino range.

Rudi vividly remembers the nightmare poaching years that saw a systematic slaughter of hundreds of elephant, rhino and other species. Weapons, provided by the South African Police to local people for self-protection, were routinely used to kill wildlife for the commercial trade, with ammunition being supplied by crooked middle-men.

## Multi-purpose conservation management

From 1987 – 1995, Rudi managed the Skeleton Coast Park and Damaraland jointly. This was the first conservation unit in Namibia combining a Park and a Communal Area.

He worked tirelessly innovating new methods of working with communal people, enjoyed great success in anti-poaching methods and became heavily involved in the protection of rhino and elephant. He presented environmental education programmes at schools and carried out extensive work with farmers experiencing problems living close to elephants. Rudi also worked to protect special landscapes from tourist impacts.

Rudi was much more than just a park ranger. His titles included Damaraland Game Warden, Sea Fisheries Inspector and Peace Officer.

Tourism, then, was limited to fishing, with concessions granted for science and photographic safaris. Rudi accompanied countless prominent scientists, photographers, artists, VIPs and defence force personnel on their sojourns through the park and, again, many opportunities presented themselves for research. Rudi, together with colleagues, produced the master plan for the Skeleton Coast Park.





**National Rhino Co-ordinator**

**& Custodianship Manager for Rhino**

After 17 years, Rudi left to study for his M.Sc at the University of Queensland. He chose to return after a year and became the national rhino coordinator for Namibia. He later held the position of State ‘custodianship’ Manager for black rhino. Namibia’s renowned custodianship programme commenced in 1993 with certain private landowners becoming ‘custodians’ of State-owned black rhino. The custodianship programme was later expanded to include community conservancies as ‘custodians’ of black rhino. Today, this is recognised as one of the greatest success stories in wildlife conservation. Rudi always enjoyed sharing his expertise with others so it was fitting that he should become the official staff trainer at the Ministry of Environment and Tourism from 2003 to 2004, concentrating on the training of field staff in parks with black rhino populations. He also developed the Southern African Development Community (SADC) Regional Rhino training programme.

**Save The Rhino Trust’s past successes and future challenges**

Rhino have always been close to Rudi’s heart and the main highlight of his career was seeing the black rhino population of Kunene quadruple in size over thirty years. He also enjoyed seeing other species recover alongside the rhino and benefit from the constant protection stemming from the Trust’s presence. The Kunene rhino are considered to be the largest truly free-ranging

black rhino population left in the world.

After the expansion of the custodianship programme to include conservancies as ‘custodians’ of black rhino, it became imperative to train the community game guards in rhino monitoring skills to better conserve and monitor their rhino populations. SRT continues to make a significant contribution to capacity building in the conservancies.

SRT’s on-going work with the Kunene rhino population is crucial to its continued success. There are, however, multiple challenges. Rudi believes that SRT’s monitoring and protection role will always be needed but, that in time, the Ministry of Environment and Tourism (MET) and the conservancies should take on greater responsibility and perform more overall monitoring, with SRT’s work being confined to a smaller ‘core area’, where it can focus more intensively.

The most daunting challenge that SRT faces is achieving financial security to continue its work. SRT is hoping to procure Namibian funding through mining and other large corporations, whilst also promoting its ‘Sponsor A Rhino’ scheme amongst individuals and businesses.

Apart from poaching, Rudi identifies other serious threats to the black rhino of the Kunene. The recent granting of Mining Exploration Licences within the rhino range is a potential major land use change. The fact that the current rhino range is all communal state land without formal conservation status is another area of concern. Climate change, habitat

loss and fragmentation of the rhino range are further environmental threats to the population. Numerous attempts have been made to alter concession boundaries, robbing the rhino of high quality habitat. A recent bid to cut a concession area into five sections, which could have had dire consequences for the Kunene rhino population, was successfully thwarted. Other future developments such as transport infrastructure (roads) and water provision (boreholes) that would bring human settlement closer to the current range could also affect the population.

SRT, with its wealth of knowledge and experience in the Kunene region must continue to play a leading role in land use planning, constantly assessing both the forces/threats and opportunities and bringing these to the attention of all stakeholders and donors as well as lobbying for donor and political support.

Guided by the Board of Trustees, the important work of the Trust continues to be carried out by the dedicated SRT team, many with 10 to 20 years service protecting and monitoring the black rhino population. In the face of current threats, the Trust’s work is more important than ever before.

Tusk Trust has supported SRT since 2008 providing operational support for the camel tracker team, one of the four dedicated SRT patrolling and monitoring teams which cover the core rhino range area of 25,000km<sup>2</sup> to deter poaching and to record detailed data on individual rhino. Much of this area is inaccessible to vehicles so that camels help to ensure the whole region is monitored.



**The Olare Orok Conservancy is widely acknowledged as a successful model for community land-use in the region.**

The ultimate success of OOC and other conservancies like it is closely interlinked with an increase in awareness and education of the communities living in and around these areas. The Outreach Programme was developed to provide training and awareness on topics such as conservation, alternative energy and health for children, and youth and women’s groups across the region. Started less than two years ago, the Outreach Programme has already directly impacted the lives of several thousand women and children.

In February, the Outreach Programme launched a technology training initiative. The idea was formalised last June, during a visit from Oscar-nominated actress and Tusk supporter, Catherine Keener. Ms. Keener came to Kenya with Tusk USA Executive Director, Meredith Ogilvie-Thompson and had the opportunity to meet Sarah Liarum, the newly appointed head of the programme.

**Teaching Information Technology**

Because of the proven success of women’s health initiatives, as well as the HIV/Aids Awareness and Family Planning Campaigns, the idea of expanding the Outreach Programme to include teaching IT skills to local students was born. The idea being that technological training given to rural students, who had historically been marginalised with regards to education, would stand them in good stead when competing against town-based students for places at high school and university. “Education is the key to a better life for Masai women and the youth,” said Grace Naisenya, of Olare Orok Conservancy Trust Outreach Programme.

**The Olare Orok Conservancy (OOC), bordering the National Reserve, was established under the premise that conservation and tourism can provide a sustainable income for communities.**

Mobile units, constructed from converted containers and sponsored by Tusk, function as a classroom with two desktop computers and two laptops in each. Initially based at two remote primary schools, Loigero and Endonya Rinka, the mobile units have already brought close to 1,000 local school children into the modern world.

**Education is the key**

A second, though equally important, use of these mobile units is to hold PowerPoint presentations in the evenings to help educate members of the community about a wide range of issues. For example, one presentation focuses on the use of congesters – small machines used to turn cow dung into cooking fuel, thus relieving women of the need to search far and wide to find, cut and carry firewood. The use of congesters not only frees-up women’s time for money-making ventures but also helps to reduce deforestation and subsequent charcoal production, one of Africa’s major environmental challenges. Of course, some timber will still be required for heating homes, so the Outreach Programme intend to introduce Tusk’s Pan African Conservation Education (PACE) materials into the presentations to demonstrate how to set up tree nurseries and utilise other forms of energy. Plans are also underway to use the mobile units to bring demonstrations in health, hygiene and HIV/Aids

awareness to a wider audience of both men and women.

Most of these skills and techniques are new to the Masai but vital to the preservation of wildlife and livestock habitats. “Education will lead to an understanding of better land use and conservation as a critical component of the economic future for the Masai peoples,” says Ron Beaton, Trustee of OOC and founder of the Koiyaki Guiding School. “Educating people about land and cattle management, the ways in which the quality of livestock can be improved, as well as the practice of re-seeding indigenous grasses where degradation and over-grazing has taken place, will go a long way to improving yields and thus sustainable income to local communities.”

“I am thrilled with the initial success of the IT units,” said Meredith Ogilvie-Thompson. “It is a very clever idea, and the fact that these classrooms are able to be mobile means greater reach. I look forward to seeing how this project unfolds.”

Plans for next year are already underway, with the units hopefully being relocated to other schools across the region. As more units are added and more communities across Masai lands begin to reap the benefits, it is our hope that this model will become a new benchmark in rural conservation.



# Building a hippo haven



**“Elephants playing in the South Rukuru River damaged the barrage we built back in July, resulting in a drop in the water level at Lake Kazuni. Our team had an interesting day dodging a herd of 30-40 elephants to repair and reinforce the barrage” – there is never a dull moment for the Nyika-Vwaza Trust in its infrastructure maintenance at Vwaza Marsh Wildlife Reserve.**

**T**he Nyika-Vwaza Trust operates in two wilderness areas with its centre of operations in the Nyika National Park, Malawi's first national park, which lies north east of Vwaza Marsh. On the eastern arm of the Great Rift Valley, the Nyika is the largest area of high montane grassland left in Africa. It supports a wide diversity of mammals: zebra, roan, eland, reedbuck, bushbuck, common duiker, bush pig and klipspringer are common and the Nyika is home to a small herd of elephants. Leopard and serval are also seen. The wildflowers on the Nyika are spectacular and the park boasts over 200 species of orchid. An important bird area, it has over 400 birds listed, with more forest birds than any other area of Malawi or Zambia. Vwaza Marsh Wildlife Reserve, effectively an extension of Zambia's Luangwa Valley, comprises mopane and miombo woodland, as well as extensive marshy wetland areas.






## Immortalised, but endangered

Every painted dog depicted on our labels is a portrait of one of the few remaining individuals, living in ever decreasing pockets of wilderness in Southern Africa.

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The Trust began operations in the Nyika National Park in early 2004 assisting the Department of National Parks and Wildlife in various ways. The initial focus, which remains an essential one, was basic but vital park management. Tasks included implementing a controlled back-burning programme, designed to protect the most precious parts of the Park, as well as road maintenance and control of exotic species. In more recent times, the Trust has supported a number of initiatives which have benefited the local communities who live adjacent to the Nyika and Vwaza. In addition, the Nyika-Vwaza Trust employs as many as 40 local people to help implement our various projects. This brings much-needed employment to an impoverished area and means that the local communities are at the heart of the Trust.

Tusk has been a generous supporter of the Trust, providing funds to purchase a tractor and trailer, build three bridges and construct and equip a workshop to maintain the organisation's vehicles.

### Hippo haven

Every year for the past seven years, at the request of Malawi's Department of National Parks and Wildlife, the Trust has built a temporary barrage across the river to prevent

it draining Lake Kazuni during the dry season. If water levels drop too far, the hippos can become distressed, move away from the lake and come into conflict with local communities. The lake is, of course, an important dry season water source for many other animals and birds as well.

Back in 2009, the Trust dug the Hewe channel to redirect water from one of Vwaza's rivers back to Lake Kazuni – again, to increase the water level during the dry season. Cooperating closely with the Department of National Parks and Wildlife and local village chiefs, they were careful to ensure that water did not flood villagers' gardens and, in the annual maintenance of the channel, this is still a priority.

This year Tusk has funded the construction of the barrage across the South Rukuru River, as well as the maintenance of the Hewe Channel. The barrage building, scheduled to take place in June/July, involves filling several hundred maize sacks with sand, sewing them closed and laying them across the river supported by a wooden frame. The team normally take about a week to rebuild the barrage, with the Hewe Channel maintenance taking a few more days. By and large, the hippos keep their distance while our team



works – although the elephants can be more of a challenge!

Tusk's support on the Nyika continues in 2012, with part-funding of our road maintenance programme. The complex of earth roads in the park require annual repair after the rains. Good roads are essential for law enforcement/anti-poaching by the Department of National Parks and Wildlife which also encourages access by tourists and other visitors. As the photo of the Denham's bustard shows, the roads are also handy highways for wildlife!

The Nyika-Vwaza Trust is enormously grateful to Tusk for its continuing support of our work. We strongly believe these projects help secure the future of the Nyika National Park and Vwaza Marsh Wildlife Reserve for Malawi's future generations.



# AfriCat shifts its focus

**E**stablished in the heart of the Namibian farming community, the AfriCat Foundation was formed in the early 90s by the Hanssen family. Their objective was simple: to keep wild animals, particularly big cats, in the wild by effective management of livestock on farmlands so as to reduce the increasing human/carnivore conflict.

What began as a small lodge on a cattle farm today now operates from two locations: Okonjima, which is located near the town of Otjiwarongo in central Namibia, is a 20,000 hectare fenced nature reserve that supports a wild ecosystem comprising leopard, cheetah, African wild dog, hyena and many species of plains game. The other, known as AfriCat North, is based at Kaross farm bordering the world famous Etosha National Park.

**AfriCat, a long-standing Tusk-funded big cat conservation, research and education programme in Namibia has recently signalled an important change in direction.**

For years Namibian farmers have viewed cheetah and leopard as unwelcome competition for their livestock and, sadly, 90% of cats that are caught are shot. AfriCat has rescued over 1,000 cats in its relatively short history, relocating hundreds back to the wild whilst consistently trying to engage with farmers to persuade them not to trap or shoot the cats that exist on their land.

In 1999, Tusk funded the creation of a new cheetah rehabilitation 'camp' on a 4,000 hectare site at Okonjima. Here cheetah, which

the organisation must now re-focus its attention on achieving its original objective: to keep the large carnivores in the wild and working with the communities that live alongside them.

Today several projects are dedicated to achieving this mission. Firstly, there is the recently completed 20,000 hectare Okonjima Nature Reserve where all of the fenced areas within the reserve have been dismantled. Work is being undertaken to return the bush-encroached landscape (the result of years of over grazing by cattle) into a resilient ecosystem rich in native grasses, shrubs and trees that protect the thin soils of the Kalahari.

As a result soil erosion has been reduced and game density is rising whilst also providing a safe haven in which to study the hunting and breeding habits of previously captive cheetahs. This work has been considerably enhanced by a volunteering organisation under the name of People and Wildlife Solutions (PAWS) based at Okonjima.

Closer to the Etosha National Park, AfriCat North (previously known as Afri-Leo), is committed to finding solutions to manage the conflict between humans, lions and spotted hyenas in the region. Proven livestock protection methods are being introduced and actively encouraged in local communities. And, where communities have suffered from conflict due to encroachment by carnivores escaping onto their farmland from the Park, considerable effort has also been made to improve and repair fencing to reduce the number of predators being shot or poisoned.

## Conservation education

Currently AfriCat is involved in the research of the trans-boundary movements of lions along the boundaries of the Etosha National Park and in adjacent conservancies. Crucial information about the dynamics of prides along the Etosha boundary will then be used to help to manage and further reduce the conflict that occurs regularly along the Park's boundary.

Back at Okonjima, conservation education has always played a major role in the AfriCat mission and in the 90s an Education Centre was built for this purpose. The centre welcomes schools and other groups to share, learn and discuss the relationship between wildlife, habitats and ecology, tourism and farming.

More recently a school has also been built to which staff who are employed within the reserve can send their children rather than having them travel huge distances away to receive their education. It is all part of the subtle shift to focus on education and supporting community efforts to sustain viable wild populations of carnivores in Namibia.

**“We have become the dumping ground for carnivores accused of killing livestock. We have saved their lives but removed them from their territories, thereby failing in our primary objective of not removing the predators from their home ranges.”**

Wayne Hanssen AfriCat Foundation

Namibia is a large, sparsely populated country. It is home to approximately 25% of the world's cheetah population of which 90% live on farmland. Initially AfriCat rescued big cats trapped on farms, where they were viewed as vermin and persecuted by farmers. Some of these were injured and needed care, and those with minor wounds were treated and released immediately. Those with more serious injuries were taken to AfriCat's Welfare base at Okonjima, where a vet could be consulted and the animal returned to health with the hope of being free-released.

had not learned their hunting skills from their mother, could be better observed and, if necessary, fed. Most cats quickly learnt to hunt for themselves quite successfully, but some failed to learn when to give up a kill to a more dominant predator such as a leopard or hyena and several rehabilitated cheetahs lost their lives due to their lack of bushcraft.

From these early developments AfriCat added other carnivores to their rescue work – lions, spotted and brown hyenas and even a litter of African wild dog puppies were successfully hand-reared. Their rescue and early life was famously filmed by the BBC and four of these dogs are still alive today hunting successfully for themselves at Okonjima.

However, AfriCat's founder, Wayne Hanssen, became increasingly concerned that AfriCat was becoming the easy way out for farmers – they began catching so-called 'problem' cheetahs and leopards in cages knowing that all they had to do was call AfriCat to have them taken away!

## Carnivore dumping ground

This presented the organisation with a dilemma – what to do with these cats taken off these farms? The resultant number of 'captive' carnivores escalated with little or no option for release.

Wayne could see that this was ultimately not sustainable in terms of both cost and space. Whilst he has pledged that AfriCat will remain fully committed to the welfare of all the existing carnivores at Okonjima, they have decided that





# Horse Patrol



withstand the cold and difficult surfaces without horseshoes. Having adapted to the conditions in the Ethiopian highlands over hundreds of years they are very low maintenance compared to European breeds; they require little in terms of supplementary feed and have superior immune responses to local diseases.

Five months ago twenty ponies arrived on Kisima Farm on the northern slopes of Mount Kenya looking mangy, thin and weak. A massive drought in Ethiopia and much of Northern Kenya was at its peak and there is no doubt that many of these ponies were rescued from tragic fates. After a grueling three-day journey they were left for a couple of days to eat and drink before they were dipped, wormed, shampooed and inoculated – but not without enormous difficulty! Their weakened state had not diminished their temperaments – they were all very feisty and had serious objections to being caught and handled. They were gently broken-in and by October 2011 five of them were being ridden at a walk with head collars.

Now all the ponies are being ridden with bridle and bit. They are schooled and hacked on a daily basis and are steadily rebuilding their fitness. Seven of the taller horses were selected for the Mount Kenya Trust team and training began in earnest. Today all seven are healthy and strong and are undertaking formal patrols in early 2012.

#### Increase in poaching

The Trust has always supported KWS ground patrol activities on Mount Kenya to protect the afro-alpine forests and wildlife. As the government agency resources are limited their ranger units on the ground – though effective – are unable to cover the entire ecosystem. Since 2009 elephant poaching and other illegal activities in and around the Mountain have increased at an alarming rate, and reached an

all-time high during the first half of 2011. The Kenya Wildlife Service and the Trust's existing patrol teams have stepped up efforts to curb this menace but a much greater presence is needed on the ground. It is hoped that the Horse Patrol Unit will be able to cover more ground on a daily basis and be far better equipped to apprehend poachers. Eventually the team of men in the unit will consist of

community scouts and KWS men, following the model of the Trust's successful Joint Wildlife Protection Team (JWPT) which operates on the south and south west sides of the Mountain. This team, supported by Tusk through the Safaricom Marathon, is led by Edwin Kinyanjui, a Mount Kenya Trust community wildlife officer and newly appointed Honorary KWS Warden.

He is in charge of a team of community scouts who are joined by a minimum of two armed KWS Rangers. The Trust also employs six community scouts further north called the Marania Wildlife Guards. These men operate in an area which, for years, had no presence of KWS rangers at all. Wildlife numbers recorded in the areas patrolled increased just after six months of the initial deployment of the teams.

#### A Royal present

Although the horses are still in training they are already patrolling parts of the Mount Kenya elephant corridor to acclimatise them used to longer patrols and wildlife. Tusk provided the funding for the construction of the horse patrol team's new accommodation. The grant was presented as a 'wedding gift' from Tusk to The Duke and Duchess of Cambridge. Prior to this Tusk had also made a donation towards the set-up costs of the new team, joining a number of supportive individuals and donors who have pledged or given financial support for this exciting initiative.



## A new horse patrol team is set to boost efforts to stem elephant poaching and other illegal activities in the Mount Kenya National Park and Reserve.

**T**he Mount Kenya Trust (MKT), formed in 1999, was established to assist relevant government bodies to help preserve and protect Mount Kenya and its resources. Its main projects include community fencing to stem human/wildlife conflict, tree planting, anti-poaching teams and operations, education projects and direct assistance to the Kenya Wildlife Service (KWS). This small organisation was at the forefront of the highly successful Elephant Corridor, which

connects Kenya's second largest elephant population of 7,500 animals in Samburu to the estimated 2,000 on Mount Kenya, and includes the highly successful elephant underpass.

#### Horse Patrol Unit

The Trust purchased eight Ethiopian ponies from across the border in August 2011. The breed are ideally suited to mountainous terrain and high altitudes. Despite their diminutive size they are strong and hardy, easily able to

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# Events review



## 1 Animal Art Fair

Fulham Palace was the setting for the Animal Art Fair – an exhibition of over 30 wildlife artists and sculptors.

Tusk hosted a very popular private view, reception and silent auction, for 400 guests which was generously sponsored by Artemis Investment Management LLP and catered for by Mosimann's.

The courtyard of the old Bishop's Palace, including its fountain, was covered by a huge marquee with a see-through roof! Many thanks to Jamie Polk and Barnaby Parker for selecting the charity as the event's beneficiary for 2011 and to Original Travel for their additional support.

## 2 Tusk's 21st Anniversary Dinner

Spring time at Dundas Castle, just outside Edinburgh is a beautiful time of year to visit.

Sir Jack and Lady Stewart-Clark kindly opened their stunning 15th century Scottish home for a reception for 200 guests who were then treated to a sumptuous dinner in the marquee set within the amazing grounds of the Castle.

Once again Artemis Investment Management LLP generously sponsored the event and long-standing Tusk Patron, Rory Bremner's splendid cabaret and auctioneer performance ensured there was no shortage of laughs.

The singer/songwriter Charlotte Gordon Cumming and her five-piece band provided the musical entertainment rocking the revellers until the early hours. Many thanks to all those who donated and bid for some truly fabulous auction prizes, especially Aardvark Safaris for their invaluable support in providing a safari for the star lot.

**Tusk's 21st Anniversary Dinner**  
A – Guests enjoy Tusk's anniversary dinner at Dundas Castle.

B – Rory Bremner performing one of his memorable cabarets for the guests at Dundas Castle.

**Polo**  
C – Action on the pitch at the polo event.  
D – Prince Harry and team member at the Polo match in aid of Sentebale and Tusk.



## 3 Polo

For the second year, Tusk was lucky enough to be chosen as co-beneficiary, with Prince Harry's Sentebale charity, at The British Polo Day Charity Cup event hosted by Lord and Lady Lloyd Webber at their Sydmonton Court Estate on Watership Down.

Prince Harry played a fabulous match for the Intercontinental Park Lane Polo Team and afterwards greeted many of the charities' key people. We would like to thank all the sponsors and Polofix for organising the day which raised over £70,000 for both charities.

Visit [www.tusk.org](http://www.tusk.org) for details on all the charity's events and how to book tickets.



## 4 Friends Of Lewa Dinner

Tusk was invited by the Master of Merchant Taylors' Hall, Edward Charlton, to hold the 7th Friends Of Lewa Dinner at this historic Livery Hall in November.

The evening was generously sponsored by Investec Asset Management as part of their ongoing corporate partnership with Tusk.

It was a huge pleasure to hear the newly appointed CEO of Lewa Wildlife Conservancy, Mike Watson, speak for the first time to a UK audience with regards to his role and the on-going problem of rhino poaching, which poses such a threat to Lewa's rhino population. Guests were also treated to a wonderful operatic performance from Opera Interludes and John 'Fingers' Fingleton provided yet another hilarious auction experience. Additional thanks to all the auction prize donors and particularly Cazenove & Loyd for donating the star safari lot and the Williams Formula One Racing team for their fantastic prize.

**Friends Of Lewa Dinner**  
A – Guests enjoying dinner at the stunning Merchant Taylors' Hall.  
B – An evening generously sponsored by Investec Asset Management.  
C – Mike Watson, speaking for the first time at the Friends of Lewa Dinner.

**American Express Conservation Lecture**  
D – Dr Iain Douglas Hamilton presenting his talk at the 2011 Conservation Lecture.  
E – A packed hall at the RGS where the speakers Iain and Tico answer questions from the floor.



## 5 American Express Conservation Lecture

The 17th Annual Conservation Lecture at the Royal Geographic Society was a huge success and this year highlighted the use of technology in conservation.

Given by Dr. Iain Douglas-Hamilton, one of the world's leading elephant experts and Dr. John 'Tico' McNutt from the Botswana Predator Conservation Trust, the joint lecture focused on their respective scientific work with elephants and African wild dog and how each programme is benefiting from recent advances in technology and biochemistry.

Whereas Iain uses mobile phone technology to track elephants, Tico is currently pioneering work to create a synthetic bio-boundary to prevent human/predator conflict in Botswana. The traditional reception which followed was a great opportunity to meet the speakers and we are grateful to Constantia Uitsig for their kind support with the wine. Anyone who missed this fascinating lecture can listen in full to the lecture and view the slides via a webcast on [www.tusk.org](http://www.tusk.org).

Please note that the 2012 American Express Lecture will be held on 15th November and will be given by Steve Trent of WildAid and Ian Craig of the Northern Rangelands Trust.

The focus of their talk will be the challenges of tackling the growing poaching crisis and illegal trade in ivory and rhino horn.

Visit [www.tusk.org](http://www.tusk.org) for details on all the charity's events and how to book tickets.



**6 Tusk Modern**

Tusk was proud to be the beneficiary, for the first time, of a contemporary art auction and reception held at BAFTA in Piccadilly, London and kindly sponsored by Deutsche Bank just before Christmas.

The Westbrook Gallery sourced some truly remarkable pieces of art from a line-up of some of the world's best known forces in modern art including Henri Matisse, Pablo Picasso, Tracey Emin, Elizabeth Frink, Salvador Dali, Marc Chagall, Gered Mankowitz, Peter Blake, alongside cutting edge artists including Sam Jackson, Michael Petry and Maria Chevska.

A host of Tusk supporters and art lovers enjoyed the champagne and canapés before a lively auction performed by Hugh Edmeades and assisted by Mark Owen of Take That. The event raised in excess of £50,000 for Tusk and we very much look forward to staging another Tusk Modern event before Christmas.

**7 Africa On Ice**

Rounding off a busy year of events in the UK and USA, The Natural History Museum in London closed its ice rink to the public on December 8th so that Tusk supporters could skate and then warm themselves up with a party in the overlooking pavilion.

Swarovski very generously sponsored the event for 200 of Tusk's younger supporters who followed on from the skating by dancing to the beat of African band Kasai Masai. Many thanks to Alex Rhodes, Katharine Cocke and Jess Chaplin for organising this wonderful seasonal event and for taking the idea of supporting Tusk to a new generation. Look out for more from them in 2012.

Visit [www.tusk.org](http://www.tusk.org) for details on all the charity's events and how to book tickets.

**Tusk Modern**

A – (From left): Hugh Edmeades; Chris Westbrook; Charlie Mayhew; BBC presenter, Evan Davies; Deborah Meaden; *Strictly* star, Brendan Cole; *Take That*'s Mark Owen; and actor, Mat Horne. B – Artist Charlotte Barton with Mark Owen of *Take That*. C – *Strictly Come Dancing* star, Brendan Cole, views some of the lots.

**Africa On Ice**

D – Night time on ice at the Natural History Museum. E – Charlie Mayhew with Nadja Swarovski at the *Africa on Ice* event.

**Mark Davis Testimonial Year**  
F – The appealing cricketer Mark Davis.

**8 Mark Davis Testimonial Year**

Top Sussex County Cricketer, Mark Davis, was awarded a 'Testimonial' year by his club in 2011 and he immediately chose to donate part of the proceeds to support Tusk's conservation efforts in Africa.

The former captain of Northern Province in his native South Africa has always retained his strong love of the African continent and its wildlife. Making his debut for Sussex in 2001, he formed an impressive spin partnership with Mushtaq Ahmed and took 91 first-class wickets for the County, as well as 84 wickets in List A games and 13 Twenty20 scalps.

He also scored over 2,000 runs in all three formats of the game, playing a major part in Sussex's inaugural County Championship success in 2003. His 168 against Middlesex at Hove in that same season remained his highest first-class score. Tusk is enormously grateful to Mark for his very generous support.

**1 London Marathon**

Thank you to all the runners who participated in this year's London Marathon on April 22nd.

An unprecedented number of runners were able to run this year and 40 Tusk emblazoned running shirts proudly crossed the Finish Line on the Mall in front of Buckingham Palace. We are enormously grateful to the Marathon Organisers and The Princes' Charities Forum who gifted Tusk five extra places along with Princes William and Harry's other charities. The Sexey's School Team eagerly took up these slots: five teachers from the school who were keen to raise funds and awareness at the school in Bruton, Somerset.

Having taken the opportunity to run in one of the world's most popular marathons, the atmosphere at the Tusk finishing line reception tent was excellent. Families and friends gathered in St James's Park to greet the exhausted and jubilant runners, who were treated to sports massage led by Joel Brightman and refreshments organised by Paul Farmer. Many thanks to you both for your continued support and enthusiasm!

If you would like a much-coveted place to run for Tusk in 2013 please contact [adele@tusk.org](mailto:adele@tusk.org)

**2 Dare 2 Festival**

We are thrilled to announce that the Dare 2 Festival will be promoting Tusk this year.

We would love you to come and join the Tusk and Natural High Safaris Tent in a uniquely beautiful setting. This boutique family friendly festival is set in the heart of Cranborne Chase and offers a whole range of music and dance, arts and crafts and daring sporty challenges!

In collaboration with our long-standing travel partner we will have a Surprise Safari Challenge for you!

**WHEN** 6th – 8th July 2012  
**WHERE** Tollard Royal  
Dorset/Wiltshire border  
**CONTACT** [www.dare2festival.co.uk](http://www.dare2festival.co.uk)

**... and for this year****3 Polo Rocks!**

Hurtwood Park has forged the perfect summer partnership with Tusk to bring together a fusion of music and sport comprising a High Goal Polo Match in the afternoon followed by an outdoor rock concert in the evening.

Hurtwood's owner, the legendary drummer of 'The Faces' and 'The Who', Kenney Jones, will host the event on July 21st in aid of Tusk. It promises to be a great event!

**WHEN** 21st July 2012  
**WHERE** Hurtwood Park, Surrey  
**CONTACT** [adele@tusk.org](mailto:adele@tusk.org)

**Polo Rocks!** Kenney Jones, on drums, with Ronnie Wood.

**Tusk USA**

Tusk USA will be holding a series of events this year as described on pages 24 - 25. A summary is given below. To be part of these events please contact: [tuskusa@tusk.org](mailto:tuskusa@tusk.org).

**Friends of Tusk USA**

Join Tusk USA in LA for an evening with dinner and dancing where we will celebrate the publication of *Painted Bodies*, by world-renowned photographers Angela Fisher and Carol Beckwith who will be with us to support Tusk. Reception, dinner and live music from 6:30pm.

**WHEN** 27th October 2012  
**WHERE** The Bradbury Building  
303 South Broadway  
Los Angeles  
**TICKETS** \$300

**Out of Africa**

Join TUSK USA in New York for an evening *Out of Africa*, featuring the incredible work of Nick Brandt. A reception and photography sale will be followed by dinner and an auction.

**WHEN** 1st November 2012  
**WHERE** The Tribeca Rooftop  
New York  
**TICKETS** \$300

**The New York Marathon**

Come and run for Tusk as 2012 marks the first year the marathon has awarded places to support wildlife conservation.

**WHEN** 4th November 2012  
**WHERE** New York

Visit [www.tusk.org](http://www.tusk.org) for details on all the charity's events and how to book tickets.



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### GIFT AID

If you are a UK taxpayer please fill in the Gift Aid declaration on the Tusk Donor Form. This allows the charity to reclaim the tax on your donation (currently 25p in every £1) and if you are a higher rate taxpayer you can claim tax relief on your gift too. For example, if you donate £100, the total value of your donation to the charity is £125 and you can claim back:

- £25 – if you pay tax at 40 per cent (£125 x 20%)
- £37.50 – if you pay tax at 50 per cent (£125 x 20%) plus (£125 x 10%)

You can make this claim on your Self Assessment tax return, if you were sent one. You can also now opt to donate that additional tax benefit by completing section 19a of your tax return. For more details visit [www.hmrc.gov.uk](http://www.hmrc.gov.uk)

### SHARE GIVING

For UK donors with investments, giving shares can also be an effective way to make a substantial gift to Tusk, as the donation will be eligible for income tax relief. In addition, Capital Gains Tax (CGT) does not apply to donations of shares.

Tusk has very kindly been supported by the Orr Mackintosh Foundation, an independent registered charity, which operates the popular ShareGift scheme.

### PAYROLL GIVING

This allows you to donate direct from your salary before any other deductions are calculated – so you do not pay tax on the amount donated (see *table below*). You need to check with your payroll department to see if your employer offers this facility. Alternatively, you can ask your employer to simply sign up with a Payroll Giving Agency.

It's quick and easy to use this facility and at no cost to the employer. For further information visit [www.payrollgivingcentre.org.uk](http://www.payrollgivingcentre.org.uk)

### ONLINE GIVING

You can also donate online via the Justgiving website. This popular and simple facility allows donors to donate via credit or debit cards for a single or monthly contribution and it also takes care of the Gift Aid. Any donations made are paid monthly direct to the charity's bank account. If you would like to donate via this method, please go to [www.justgiving.co.uk](http://www.justgiving.co.uk) and type in 'Tusk' in the charity search.

### CAF

If you have a Charities Aid Foundation (CAF) account, you can simply donate via a CAF cheque. If you wish to apply for a CAF account, please visit [www.cafonline.org](http://www.cafonline.org) for a step-by-step guide to creating one and how it works.

### BANK TRANSFER

You can also donate via a bank transfer direct to us. Please call or email [info@tusk.org](mailto:info@tusk.org) for our bank details and advise us of your name and address if you wish to be added to our database. A Gift Aid declaration is available online or alternatively you can request one be sent to you.

### STANDING ORDER MANDATE

If you would like to make a monthly, quarterly or annual donation, please use the mandate on the tear-off Donor Form. This gives you full control of the mandate at all times and allows you to spread a larger donation over a period of time. The mandate is automatically processed by your bank for your ease and peace of mind.

### THIS TABLE SHOWS EXAMPLES OF TAX BENEFITS

Employee donation received by Tusk	Basic rate tax payer (20%)		Higher rate tax payer (40%)	
	tax relief	cost to donor	tax relief	cost to donor
£5.00	£1.00	£4.00	£2.00	£3.00
£10.00	£2.00	£8.00	£4.00	£6.00
£20.00	£4.00	£16.00	£8.00	£12.00
£100.00	£20.00	£80.00	£40.00	£60.00

## SUPPORT TUSK

## Make your gift to Tusk today

Tusk's aim is to maximise the funds reaching the field. With your help we hope to increase our overall support for all our projects.

Each project is carefully monitored to ensure your money is being effectively used. Please consider how you would like to make a donation using any of the following tax effective methods.

### LEGACY

Leaving a legacy is one of the easiest ways to make a lasting gift to charity. All charitable bequests are deducted from the value of the estate before inheritance tax is calculated.

Inheritance tax is charged at 40% on estates over and above the current threshold of £600,000 for married couples and civil partnerships, £300,000 on an individual.

There are two types of legacy bequest, Pecuniary and Residuary. Pecuniary means that the amount or nature of the bequest is made clear in the will; a Residuary leaves a percentage of the estate to the charity after all other debts and bequests have been discharged. Leaving a legacy is a good way to make a significant donation and help secure the charity's long-term future. Consult your solicitor on making a will or to make an adjustment to include Tusk, or alternatively visit [www.rememberacharity.org.uk](http://www.rememberacharity.org.uk) for a step-by-step guide. If you decide to include Tusk in your will for a legacy, we would be grateful if you could inform us of your decision. Alternatively you could request a pledge card by emailing [info@tusk.org](mailto:info@tusk.org)

### MISCELLANEOUS

Tusk can accept donations via all major credit and debit cards. Cheques can be made payable to 'Tusk Trust'. Please ensure you fill out the Gift Aid Declaration if you are a taxpayer so we can enhance your donation. Where possible we like to ask regular supporters to contribute a minimum of £25 per year, but please donate in any way you can and complete the tear-off form with your details so we can keep you in touch with all Tusk's progress.

Any further queries on how to make a donation, please contact us by email [info@tusk.org](mailto:info@tusk.org) or call 01747 831005.

You should always consult your accountant or financial advisor on the most tax effective way for you to donate.

All tax rates quoted are correct at the time of printing





# Protecting Wildlife, Supporting Communities, Promoting Education

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## TUSK USA INC

40 East 94th Street  
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Tel: (888) 873-0903 toll free  
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Tusk USA Inc is a 501(c)(3)  
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EIN 30-0190986

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