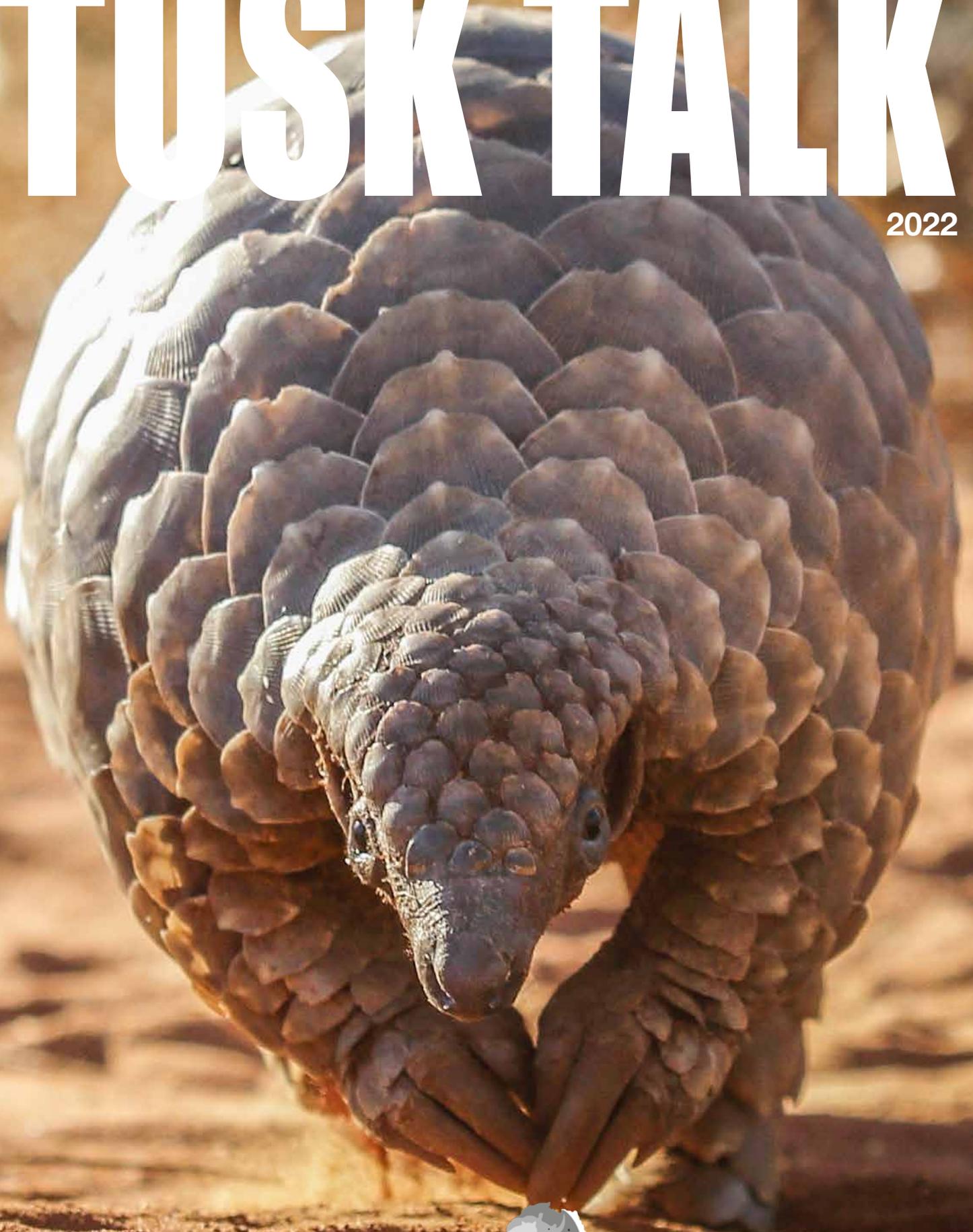


# TUSK TALK

2022





**Our Mission** is to amplify the impact of progressive conservation initiatives across Africa.

- |  |  |   |
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KENSINGTON PALACE

Despite the impact of Covid-19 over the past year, it has been fantastic to see how the conservation community has come together to build resilience and work with local communities to ensure the ongoing protection of Africa's precious natural heritage. I am proud that Tusk continues to be at the heart of these efforts and has again managed to raise record funding to support conservation partners through such uncertain times.

Tusk responded to the Covid crisis with agility to create digital-first fundraising events; none more so than the Wildlife Ranger Challenge. This not only helped to keep over 9,000 rangers employed on the frontline, but inspired a global movement of individuals passionate about wildlife to run in solidarity with rangers across Africa. Tusk also captured imaginations around the world with the Tusk Lion Trail, which saw 47 life-sized lion sculptures prowl the streets worldwide. I was pleased to spot two lions on display at Expo 2020 Dubai!

Last November, it was also fantastic to return to an in-person event for the Tusk Awards, and to meet the amazing finalists in person. Their stories, challenges and accomplishments should inspire us every year to do all we can to advocate for their work and the wider natural world.

The pandemic has taught us that our own health and well-being is intrinsically linked to the health of our planet and our relationship with nature. We must encourage greater collaboration between stakeholders if we are to succeed in protecting Africa's rich biodiversity. I'm pleased that Tusk's Conservation Symposium, held at the end of February, provided such a platform – a unique gathering of 60 leading African conservationists coming together to share successful solutions, build greater resilience and drive innovation. This biennial forum is a powerful initiative. It's also very encouraging that Tusk has now created a Collaboration Fund to provide much needed catalyst finance to enable partners to work together.

The legacy of Covid-19 will resonate throughout the conservation world for years to come, but Tusk remains a shining example of what can be achieved in adversity. Please continue to support the charity and its conservation partners in their efforts to protect our world and its wildlife for future generations.

**Alexander Rhodes**  
Chairman, Tusk Trust

# Welcome

Tusk's 2022 agenda is a statement of intent.

With the roll out of vaccines, the global public health response continues to cohere. As the willow warblers cross the length of Africa migrating north for spring, there is a real prospect of the world reopening, and an international recognition that we must "Build Back Better". Tusk's continuing focus is on action, and, now, we invite you to participate in the recovery for Africa's wild places.

It started with convening our project partners in Kenya's iconic Maasai Mara for our third Conservation Symposium. In previous times, this gathering has been a logistical feat of mastery, hosting a community of conservation leaders from across Africa, to break bread, learn and share best practice. This year, it was so much more. In the shadow of Covid-19 and conflict in Europe and Africa, over 60 delegates, representing 40 of our projects from 15 countries, came together to discuss resilience in conservation. The focus was unapologetically forward-looking.

I was fortunate enough to join the Tusk team, together with three fellow trustees, including Nick Maughan, whose Foundation generously funded the whole event. It was an incredible privilege to spend time with such an inspirational and diverse group of individuals, whose work we follow as a board every year through the grant making and evaluation programme run by Tusk's projects team. Every conversation was valuable. The sessions were incredibly high calibre and culminated in presentations on opportunities to bring together African conservation and development finance by Nigerian businessman, academic and philanthropist Hakeem Belo-Osagie and leading economist Barbara Barungi.

For me, those three days might just be the most important of 2022. New chapters have also been opened, as Tusk made 19 collaboration grants to support new partnerships to advance learning and skills exchange. Most striking though, was simply being together again – in person. It was symbolic that two of the Tusk Conservation Awards for 2020, which had been presented 'virtually' by the Duke of Cambridge at the virtual ceremony, could finally be presented in person. Tusk Trustees Beatrice Karanja and Nick Maughan



presented the awards to Tusk Award winner John Kamanga and Wildlife Ranger Award winner Amos Gwema respectively. That evening, dancing and eating together by the fire under the African sky, there was a collective feeling of optimism and possibility from challenges shared.

I also wanted to pass on to you the repeated thanks we received from these front-line workers, for Tusk's consistent and dependable support through the last few years. That we raised over £13m last year amidst an ongoing pandemic is testament to the steadfastness and generosity of our donors and partners. Tusk is often described as a family, but our ability to create intangible social and environmental value stems from being able to raise significant, resilient funding from a broad church of generous benefactors. Thank you.

This edition of Tusk Talk runs cover to cover with essential reading for anyone interested in the today and tomorrow of Africa's wildlife. The challenges ahead of us are indeed great but, as we increasingly recognise that protecting and restoring nature is essential to our survival, the argument for investing in conservation has never been stronger.

**I look forward to discussing with you how you can participate, be that by joining our growing Patron's Circle or otherwise. I'd also encourage you to join us for this year's Lewa Safari Marathon in June, the 10th Tusk Conservation Awards and the many other events highlighted in this edition.**

Charlie Mayhew, MBE CEO, Tusk Trust

# Looking to the future of conservation

The last few years have been a rollercoaster the world over. Since our last edition of Tusk Talk, the pandemic has ebbed and flowed, with restrictions on daily life imposed, lifted and imposed again.



This erratic lack of certainty has continued to make life extremely difficult for conservation organisations across Africa. International travel and tourism, on which much of the African conservation sector depends, has continued to be suppressed.

However, despite the challenges, 2021 was another successful year for Tusk. Our Lion Trail captured the public's imagination the world over, with the stunningly designed sculptures on display from London to Sydney, raising over £1.4m as well as much needed awareness of the plight of the African lion.

Following an incredible outpouring of support for rangers across Africa in 2020, the Wildlife Ranger Challenge again saw over 1,000 public supporters from across 82 countries run in solidarity with 2,000 wildlife rangers from 24 African countries. Thanks to their phenomenal efforts, and the generous matched funds committed by The Scheinberg Relief Fund, the initiative has so far generated a remarkable £10m since 2020 – providing a vital contribution to ensure over 9,000 rangers across Africa remained employed and active on the front line throughout the crisis.

I remain blown away by the fortitude, resilience and can-do attitude of our project partners and even more so by the generosity of our supporters over the last couple of years. It is only because of them that Tusk was able to invest £10.2m into the field in 2021.

My hope is that 2022 can be even stronger. As we gradually emerge from the Covid restrictions and international travel is starting to relax, we look forward to staging a busy year of events, including our postponed 30th Anniversary Ball, the return of the Lewa Safari Marathon as well as the 10th anniversary



We have set an ambitious new target to raise another £100m

of the Tusk Conservation Awards in the Autumn.

This year will also see Tusk hit a major fundraising milestone, when we will surpass £100m raised over the course of the charity's lifetime. When I co-founded Tusk in 1990, it never crossed my mind that we'd be able to make such a phenomenal contribution or have such an impact. My sincerest thanks go to every single person, school, business, sponsor and project partner that has supported us over the years, and thus enabled us to reach this amazing milestone.

However, now is certainly not the time to rest on our laurels. Protecting the natural world has never been more critical. Africa accounts for a significant proportion of global biodiversity, its abundance of wildlife is testament to this, but how crucial it is that it should remain and be protected. Africa's natural heritage is a valuable asset for the people and economies of the continent. Conservation can no longer be seen as the luxury or domain of the developed world, but a global challenge to keep nature in balance for the future and wellbeing of all people.

The catastrophic economic legacy of Covid-19 will echo for many years yet, but as Tusk looks ahead another ten years, we have set an ambitious new target to raise another £100m and continue to support our partners on the ground, helping them drive innovation and an inclusive approach to conservation. Only by maintaining the momentum we have gathered over the last three decades will we be able to protect Africa's incredible biodiversity and preserve the natural world for generations to come.

**Left**  
African elephant  
Credit: Jeremy Goss

**Above**  
Charlie Mayhew MBE  
Credit: Land Rover

# How Tusk makes a difference

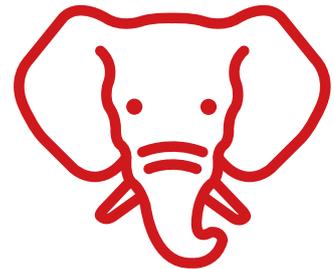
Our vision is an Africa in which people and wildlife co-exist and thrive. We believe in the inherent value of wildlife and know that sustainable conservation requires local solutions, expertise and engagement.

When local communities and stakeholders see economic benefits to co-existing with wildlife and that their actions are connected to a global environmental movement, conservation can and does succeed.

By championing sustainable solutions for conservation, Tusk, together with our supporters and partner projects, can have real and lasting impact.

Your generous support last year is making a huge difference, **here's how.**

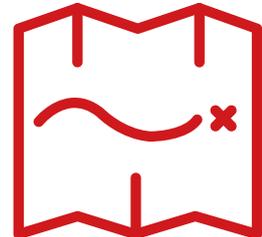
**£13 million**  
global revenue



**£10.2 million**  
invested into the field

**46**

endangered species  
benefitted from our  
projects



**40,062,153  
hectares**  
secured for wildlife

**£3.1m**

provided in support of  
wildlife rangers



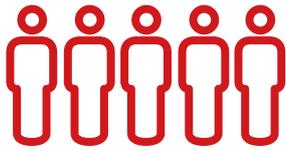
**84**  
projects supported with  
Tusk generated funds

\*This page reflects total revenue raised in 2021 but does not reflect the total impact of the funds which have been and will continue to be disbursed in phases through 2021 and 2022.

\*These figures are extracted from the unaudited 2021 accounts and do not constitute summary financial statements.

**4,528**

directly employed  
by organisations  
supported by Tusk



**4 million+ people**

benefit indirectly from work of Tusk project partners



**59 projects**

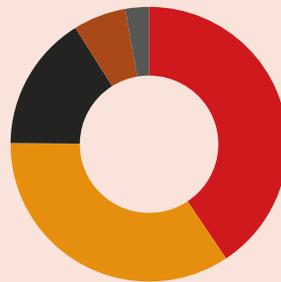
helped address illegal wildlife trade



**200,000**

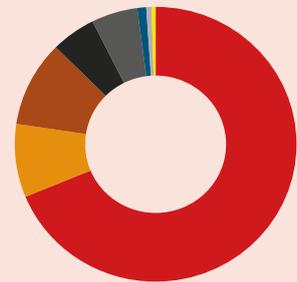
using Tusk's Pan African  
Conservation Education (PACE)  
materials

**Tusk's income growth 1992-2021**



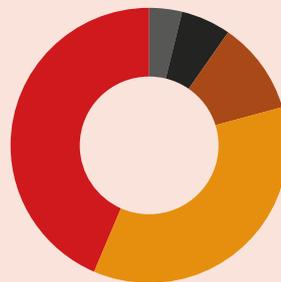
**Focus of Tusk funded projects in 2021**

- Protecting endangered species 40%
- Preserving habitats 35%
- Promoting human-wildlife coexistence 16%
- Providing environmental education 6%
- Advocacy, awareness & publications 3%



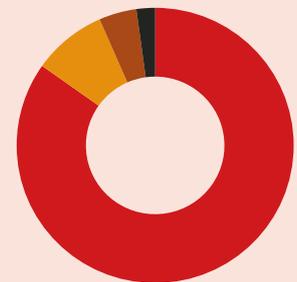
**Source of funds**

- Donations from individuals 69%
- Fundraising events 10%
- Corporate 9%
- Charitable trusts 5%
- Legacy 5%
- Gift Aid 1%
- Government funding 0.5%
- Endowment income 0.5%



**Tusk project partner distribution by African region**

- Southern Africa 44%
- Eastern Africa 35%
- Western Africa 11%
- Central Africa 6%
- Africa Wide 4%



**Programme cost ratio**

- Conservation grants 85%
- Support costs & overheads 9%
- Fundraising & event costs 4%
- Direct expenditure on advocacy and awareness 2%

# Success spotlights

Our project partners have achieved some great successes over the past year. Here is a snapshot of those along with our shared ambitions for the future.

These successes have been made possible because of your generous support and it is your financial commitment to conservation in Africa that will enable us to continue to amplify our project partners' work in 2022 and beyond.



## Africa-wide

- Elephant Protection Initiative
- PACE
- African Parks

## 1 Angola

- Kissama Foundation

## 2 Botswana

- Botswana Predator Conservation Trust
- CLAWS Conservancy
- Coaching Conservation
- Northern Tuli Game Reserve
- Rhino Conservation Botswana

## 3 Comoros

- Blue Ventures

## 4 Cote d'Ivoire

- Wild Chimpanzee Foundation

## 5 Democratic Republic of Congo

- Okapi Conservation Project
- Walikale Gorilla and Forest Conservation Project
- Virunga National Park

## 6 Equatorial Guinea

- Bioko Biodiversity Protection Program

## 7 Gambia

- Red Colobus Conservation

## 8 Ghana

- HERP Ghana
- Calgary Zoo Foundation

## 9 Guinea

- Chimpanzee Conservation Centre

## 10 Kenya

- Borana Conservancy
- Grevy's Zebra Trust
- Lamu Marine Conservation Project
- Milgis Trust
- Pangolin Project
- The Maa Trust
- Rhino Ark Kenya Charitable Trust
- Big Life Foundation
- Lewa Wildlife Conservancy

- Lion Landscapes (Kenya)
- Maasai Mara Wildlife Conservancies Association
- Mount Kenya Trust
- Mountain Bongo Surveillance Project
- Ngare Ndare Forest Trust
- Northern Rangelands Trust
- SORALO
- Tsavo Trust

## 11 Madagascar

- C3 Madagascar
- Madagasikara Voakajy
- IMPACT Madagascar

## 12 Malawi

- Lilongwe Wildlife Trust
- Peace Parks Foundation
- Wildlife Action Group

## 13 Mali

- Mali Elephant Project

## 14 Mozambique

- Chuilexi Conservancy (FFI)
- Luwire Wildlife Conservancy
- Karingani Game Reserve

## 15 Namibia

- Integrated Rural Development and Nature Conservation
- Save the Rhino Trust

## 16 Nigeria

- SW/Niger Delta Forest Project
- African Nature Investors Foundation
- Yankari Game Reserve

## 17 Rwanda

- Rwanda Wildlife Conservation Association

## 18 Sao Tome

- Programa Tato

## 19 South Africa

- Bateleurs
- VulPro
- Project Rhino
- Transfrontier Africa NPC
- Wildlands Conservation

## Trust

- Wildlife ACT Fund Trust
- Zambeze Delta Safaris
- Southern African Wildlife College

## 20 Tanzania

- Global Animal Health Tanzania
- Ruaha Carnivore Project (Lion Landscapes, TZ)
- African People & Wildlife
- Jane Goodall Institute Australia
- PAMS Foundation
- Tongwe Trust
- Africa Foundation
- Honeyguide Foundation

## 21 Uganda

- Rhino Fund Uganda
- Conservation Through Public Health
- Uganda Conservation Foundation

## 22 Zambia

- Zambian Carnivore Programme
- Frankfurt Zoological Society - North Luangwa Conservation Programme
- Frankfurt Zoological Society - Nsumbu Tanganyika Conservation Programme
- Game Rangers International
- Musekese Conservation
- Conservation Lower Zambezi
- Conservation South Luangwa

## 23 Zimbabwe

- Bhejane Trust
- International Anti-Poaching Foundation
- Tashinga Initiative
- Maillangwe Trust
- Painted Dog Conservation



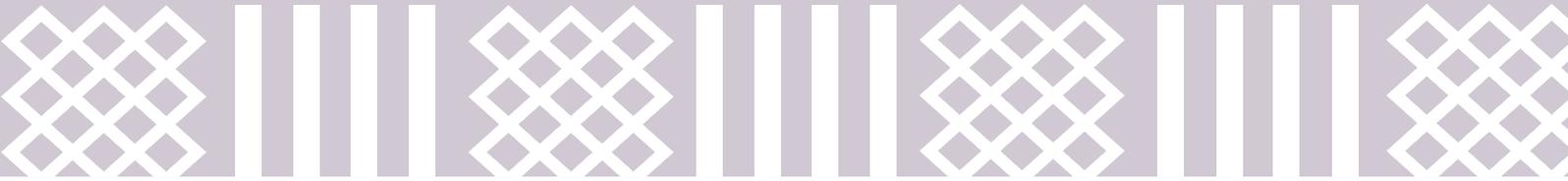
Tusk Project Partner



Wildlife Ranger Challenge Partner



Both



### 1. Coaching Conservation (CC), Botswana

Facing the challenges of Covid-19 and school closures, CC showed great adaptability through channelling their knowledge into creating educational materials for Covid-19 awareness. These were distributed in classrooms across Botswana's Ngamiland (North-West district). CC also ran their first online training course with fellow Tusk partner, the Southern African Wildlife College, centered around the pedagogy and practical aspects of their 'Learning from Wildlife' programmes. As a result, nine newly certified coaches together delivered programmes to over 3500 students in 2021 and aim to reach over 5000 students in 2022.

### 2. Conservation Lower Zambezi (CLZ), Zambia

Zambia's Department of National Parks and Wildlife (DNPW) along with Tusk partners CLZ made strides for equal representation in the ranger profession with the establishment of Zambia's first all-Female Community Scout Unit, Kufadza, which means to inspire. This initiative will not only encourage more women to pursue ranger careers but also have a knock-on effect on improving the welfare of families.

Many of the recruits have already moved up the ranks into other specialised units including the Marine Unit, Detection and Tracking Dog Unit, and the Rapid Deployment Team.

### 3. Conservation Through Public Health (CTPH), Uganda

Preventing Covid-19 transmission not only amongst people but from people to the fragile mountain gorilla population of the Bwindi Impenetrable National Park was a key priority for CTPH. In line with this, CTPH formed 59 Village Covid-19 Taskforces to support home-based care and worked with Uganda Wildlife Authority and Uganda Virus Research Institute to test 762 gorilla faecal samples from all 200 habituated gorillas for SARS-COV-2. All samples were negative. In the coming year, CTPH aims to expand their One Health model to other gorilla habitats in the Democratic Republic of Congo.

### 4. Honeyguide, Tanzania

Honeyguide has worked towards transparent and professional management in Randilen, enabling them to survive Covid-19 and drought. This community-run Wildlife Management Area provided highly valued services to pastoralists during the pandemic by continuing to operate a crop protection initiative, reducing crop damage by 90%, as well as securing a dry grazing bank that became a critical resource during a very big incident there.

By the end of 2022, Honeyguide will ensure that Makame will be the first community conservation area in Tanzania to become sustainable with funding from carbon trading.

## Success spotlights

Continued



### 5. Integrated Rural Development and Nature Conservation (IRDNC), Namibia

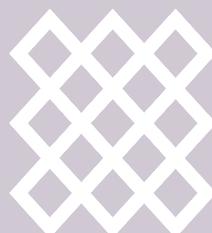
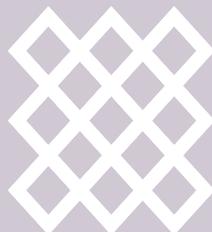
In spite of tough economic times, IRDNC managed to sustain their conservation activities and support communities throughout 2021. Through Tusk's support, all IRDNC conservancies, including those involved in the Ombonde People's Park initiative were able to keep key staff on pay roll, especially their game guards.

Remarkably, there was no poaching of rhino or other high value species during this period. Expansion initiatives for the Kunene Peoples Park – a first of its kind and a new progressive landscape approach to Community Based Natural Resource Management in Namibia – continued to gain momentum.



### 7. Oceans Without Borders, Africa

New entrants to the Tusk portfolio OWB carried on their marine conservation work across South-Eastern Africa with the support of the Wildlife Ranger Challenge. In particular, the Community and Conservation (C&C) rangers on Benguerra Island continued conservation monitoring activities for OWB and African Parks, working closely with local fishers on Benguerra Island. This is a unique collaboration between conservation decision-makers, private sector and local communities to sustainably manage marine resources. OWB aims to train the Benguerra C&C rangers to become qualified scuba divers, allowing them to conduct underwater surveys and monitoring.



### 6. Karingani Game Reserve, Mozambique

Karingani have continued to make remarkable progress for conservation efforts in Mozambique. In 2021, the first endangered African wild dogs born at Karingani, in collaboration with the Wild Dog Range Expansion Project, were selected for a wild dog re-introduction into Malawi. The historic move marked the first time that Mozambique has contributed to wild dog conservation in another country. In tandem, Karingani are strengthening their community linkages through the income-generating and innovative Kurhula Community Farm project. To date, Kurhula has harvested significant produce sold in local and national markets in Mozambique.



### 8. Okapi Conservation Project, Democratic Republic of Congo

Community support is key to the continued protection of the endangered okapi's habitat. In line with this OCP completed the construction of their Epulu Women's Center. Women's groups all over the reserve use this centre as a working space for income generating activities such as sewing and sale of garments. Mothers can bring young children to sewing sessions and let them play while they work thus creating an inclusive opportunity.

OCP in the coming year aims to plant 100,000 trees around the reserve and grow tree seedlings for distribution to communities.



Credit: PACE

### 9. Pan African Conservation Education Project (PACE), Pan Africa

With school closures over the last 18 months, conservation educators have had to find new ways to reach their learners. PACE together with Tusk supporters Ninety-One, partnered on a 2021 holiday programme which saw seventy young conservationists from ten countries join talks by professional conservationists. They joined virtual visits to an eco-school, the Education Centre at Lewa Conservancy in Kenya and had 1:1 video chats with peers.

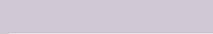
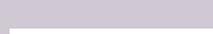
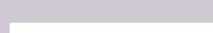
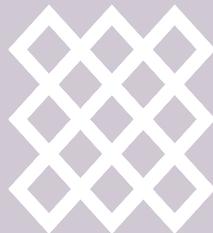
PACE's goal in the next year is to run regular virtual events for educators and young conservationists in schools, clubs and community groups.



Credit: Diário Pequeno Paraíso

### 11. Programa Tatô, São Tomé and Príncipe

Programa Tatô conserves sea turtle populations in São Tomé through the protection of nesting and feeding sites, reduction of threats and local community capacity-building. Over the past year one of their key successes has been the increased involvement, motivation and the sense of ownership in their work from local communities. In addition, the growing involvement of national authorities and their support in enforcing the sea turtle protection law. In the coming year Programa Tatô wishes to consolidate its conservation actions in the country and guarantee sustainable long-term funding for their work.



Credit: Painted Dog Conservation

### 10. Painted Dog Conservation (PDC), Zimbabwe

PDC works over an area of 20,000km<sup>2</sup> including Zimbabwe's Hwange National Park, communal and private land. Their primary interventions for the protection of wild dogs are de-snaring efforts and conservation education.

In 2021 they focused on the strategic engagement of community anti-poaching volunteers in their de-snaring work. These efforts deterred poachers and consequently, only 1922 snares were removed compared to 5400 removed in 2020.

This also improved PDC's standing in the community through helping sustain families in a difficult economic time with over \$30,000 paid in stipends to the volunteers.



Credit: Uganda Wildlife Authority

### 12. Uganda Wildlife Authority, Uganda

In the tough financial climate of the past two years, subsistence poaching remained a key challenge for the Uganda Wildlife Authority. Wire snares especially affected chimpanzee conservation around the Kibale National Park. A key success was the identification and mobilisation of over 50 poachers who eventually surrendered and handed over their hunting tools including spears and snares. They were trained and equipped with enterprise development skills and supported with bee hives, passion fruit seedlings, mature pigs and goats, as well as craft making tools. These alternative sources of livelihood will greatly reduce poaching.

# The value of nature



There has been an awakening in our relationship with the natural world. The disruptions wrought by an increase in climate-related disasters and the Covid-19 pandemic are stark reminders that our lives are deeply entangled with the Earth's ecosystems.

The pandemic has highlighted how human health and environmental integrity are intertwined. Viruses such as Covid-19 emerge through the complex interplay between ecosystem disturbance, the sale of live wild animals and bushmeat, the trafficking of wild animals, agricultural intensification and poor husbandry. These are fuelled by population growth, and rapid and uncontrolled urbanisation; while high levels of international trade and travel facilitate their spread. The links to the interwoven challenges of biodiversity loss and climate change are clear.



Recognising that the causes of disasters are complex identifies immediate remedial actions. Focusing only on the role of climate, for example, means that other factors that reduce vulnerability and increase resilience are ignored.

Research is increasingly demonstrating the value of diverse, intact ecosystems and their ability to deliver multiple benefits. However, they require all elements of the web of life (animals, plants, soils, ocean sediment) to function optimally.

A recent review commissioned by Tusk ([www.tusk.org/Biodiversity-&-Climate](http://www.tusk.org/Biodiversity-&-Climate)) synthesised the current knowledge surrounding the role of large wild animals in climate change mitigation and adaptation. While the linkages between biodiversity loss and climate change are usually only explored through the lens of vegetation, the report showed that restoring the abundance of large animals - many of which face extreme threat - has a critical role to play but that these roles are not widely recognised. Examples include important wildlife effects on soil carbon and mineral cycling, and the ability of plants to migrate and adapt to shifting climate zones (half of all plant species rely on animals to disperse their seeds).

Our reliance on healthy ecosystems should be no surprise. Beyond the services it provides to us,

nature has cultural value supporting the identity and meaning that are part of physical, mental, emotional and spiritual health and wellbeing. Beyond the value to humans, nature has an intrinsic right to exist; and we have an ethical responsibility to respect and protect that right, ensuring its integrity for future generations. Despite this, the destruction of the natural world continues apace.

Over the past 20 years there has also been an increasing recognition of the critical role played by indigenous and traditional peoples in delivering conservation through local ethics, values and resource management systems. A growing body of research shows that indigenous people and local communities are the best guardians of their land. A UN report on forest governance in Latin America and the Caribbean showed that when governments formally recognise collective land rights, rates of deforestation are lower. Recognising their rights to land, equitably sharing the benefits that accrue, and creating collaborative partnerships between conservation practitioners, indigenous peoples and governments are essential to meeting local and global conservation goals.

The Mali Elephant Project has found, for example, that as with many traditional peoples, the local subsistence communities regard people and wildlife as having a shared identity linked to place. Respect for nature is an integral part of making a living, including setting aside areas for wildlife. Each

**Main image**

Baby elephants  
Credit: *Susannah Rouse*

**Below**

Burchell's zebra  
Credit: *Dirk Collins*

species has a right to exist, contributing its own unique role. Human use must be managed within limits or the ecosystem will become less able to support life. Rapid societal change has increased conflict between local groups, but bringing them together to restore traditional land management systems that are transparent and equitable, has improved practice, improved lives and nurtured relations between people.

Inspired to protect the diversity and beauty of our planet, the projects supported by Tusk aim to provide multiple benefits to people locally and worldwide, and generate lessons on how to appropriately use indigenous knowledge, science and innovative technologies to make wiser decisions.



# ISPS HANDA

SUPPORTS **Tusk**

As the world sees unprecedented changes and threats to the natural world, ISPS HANDA is immensely honoured to be a long-standing partner of Tusk and its endeavour in nurturing its conservation programmes to accelerate growth from an innovative idea to a scalable solution.

ISPS HANDA believes in the "power of sport" and its ability to inspire, transform and unite people and communities. We are thankful to the work of Tusk that provides opportunities to support in empowering the local communities in improving their livelihoods and promoting effective environmental education designed to provide a more sustainable future.



**DR HARUHISA HANDA**  
ISPS FOUNDER & CHAIRMAN



**Enda Kenny**  
ISPS Patron  
Former Prime Minister of the Republic of Ireland



**RT Hon Sir John Key**  
ISPS Patron  
Former Prime Minister of New Zealand



**Peter Phillips**  
ISPS HANDA UK Patron



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Tusk works across Africa to further its mission.

# Advancing conservation in Africa

Our work amplifies our partners' action on the ground to:

1. Protect endangered species
2. Preserve natural habitats
3. Promote human-wildlife coexistence
4. Provide environmental education

To ensure the greatest impact from our investments, Tusk funds a diverse portfolio of projects with three types of grants:

- **Catalyst:** For early stage initiatives testing new conservation strategies.
- **Evolution:** For emerging efforts that are developing a proven track record and scaling their impact.
- **Keystone:** For established organisations that continue to innovate and test new strategies and approaches to conservation.



#### Main image

Cheetah family  
Credit: Cheetah Conservation Fund

#### Bottom left

A member of the Botswana Predator Conservation Trust (BPCT) sets up camera traps. BPCT uses camera traps to monitor the behaviour of large carnivores.  
Credit: BPCT

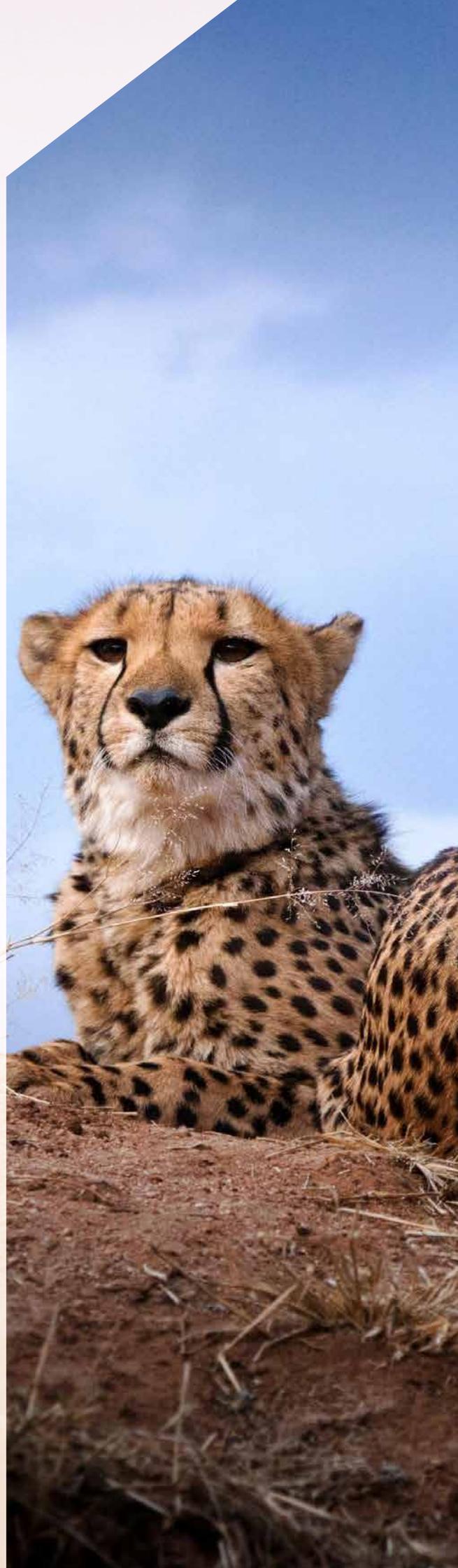
#### Far right (from top)

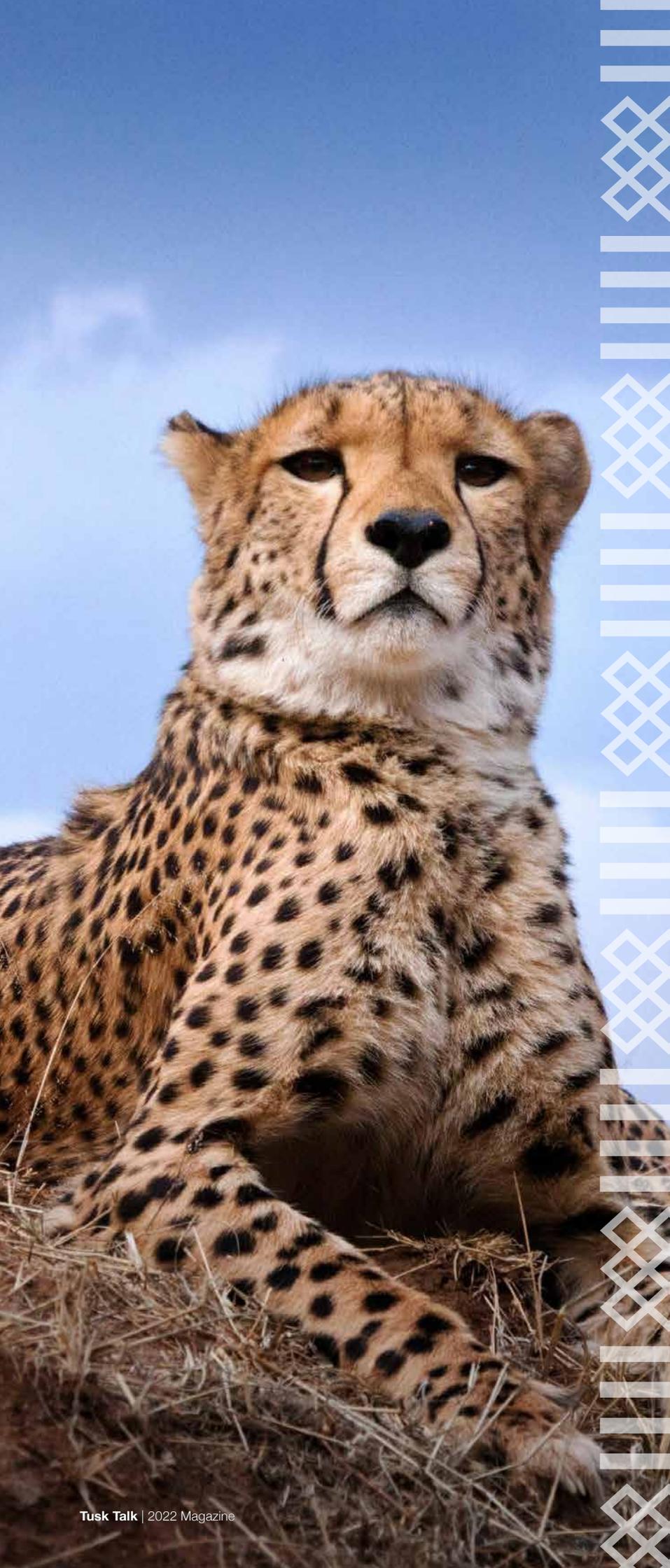
Endangered leatherback turtle release in Watamu, Kenya by Local Ocean Conservation  
Credit: Paolo Parazzi

Rangers monitoring elephant in Thuma Forest Reserve  
Credit: Wildlife Action Group Malawi

One of Tsavo's 10 Super Tusker bull elephants that continues to be monitored by Tsavo Trust  
Credit: Nick Haller/Tsavo Trust

A water project at Tsavo Trust's neighbouring Kamungi Conservancy  
Credit: Tsavo Trust





Tusk's impact is not just financial.  
Our work also:

- Raises the profile of African conservation leaders and their achievements
- Brings our partner network together to accelerate learning, innovation and impact
- Uses our influence in the field of African conservation to increase awareness, funding and support for partner projects

Your generous support underpins  
Tusk's positive and lasting impact  
in Africa.

Conservation is dependent on harmony between local communities and wildlife. For both to thrive, managing and mitigating conflict is vital

# Thriving with wildlife

The success of conservation initiatives is intrinsically linked to the value they generate for communities. As tensions over land and resources continue to grow, this has become more clear than ever before.

Tusk supports innovation at the local level to promote human-wildlife coexistence by shifting perceptions of the wildlife that communities share their landscapes with.

#### **Main image**

A grey crowned crane in flight  
*Credit: Rwanda Wildlife Conservation Association*

#### **Top right**

The RWCA team with community rangers at one of their field sites  
*Credit: Rwanda Wildlife Conservation Association*

## Saving the grey crowned crane

### **Rwanda Wildlife Conservation Association (RWCA), Rwanda**

The RWCA team have bought the grey crowned crane back from the brink of extinction in Rwanda. However in the coming year they hope their work will lead to a further rise in the birds' population. In 2021, 997 cranes were spotted in the annual census, double that of 2017. However, sometimes it takes a challenge to really understand your strengths.

If Covid-19 hadn't been a big enough challenge, last year the RWCA team had to deal with a horrific poisoning event which killed 13 cranes. The community response however was amazing. Their actions were proof of how important it is to work with communities and to give them ownership over the protection of the birds and their habitats. As the cranes started to be affected by the poison, children were the first to raise the alarm, their parents immediately called the nearest RWCA Conservation Champion as well as local leaders who support the champions to enforce the law. Community members chased away other cranes so they wouldn't eat the poison and managed to save many more birds from the same fate. This incident provided evidence of the importance of the projects' protection work, giving them the impetus needed to ensure their efforts are sustainable.

In the current climate, RWCA's model of community conservation is really valuable as their network of Tusk funded champions are able to respond immediately to any challenges or incidents and continually monitor the local area, as well as educate their fellow community members. This is particularly important when travel is restricted, as well as being a cost-effective model.





## Promoting human-wildlife coexistence

Continued



### Lion Alert System

#### CLAWS Conservancy, Botswana

2021 was a productive year for the prides that are tracked by the CLAWS team with twelve new cubs born between five females. This will certainly keep the tracking team and Lion Alert System busy!

The success of both means that the Herding Programme will be scaled up significantly this year. The communal herd in Eretsha village will increase from 400 to 800 cows (representing 66% of the cattle in the village). CLAWS are also expanding their work to the neighbouring village of Gunotsoga, starting a new communal herd of 400! The efficacy of the Lion Alert System is going to be assessed by deploying up to 10 collars and conducting intensive follow up visits when people receive alerts to determine their activity in proactively reducing conflict. Lastly, the team will be conducting the first standardised lion survey in the region using camera-traps and spoor tracking.

One important goal for CLAWS in 2022 is to complete the first standardised lion surveys in the region. According to the IUCN Red List map there are no resident lions between the Okavango and the Namibian border to the north. However, the team have seen evidence of lions in this area.

These surveys (starting in 2022 and continuing through 2024) will provide definitive proof. With the imminent opening of a bridge across the Okavango that could lead to greater access for this area, it is vitally important that baseline information for lions and other species in the region is recorded.



**Above**  
Lioness Secharo and her sister photographed in the Okavango Delta  
*Credit: CLAWS Conservancy*

**Right**  
Dr. Edwin Mudongo of CLAWS Conservancy measures a lion's teeth  
*Credit: Andrew Stein*

# Conservation Hero

**Thandiwe Mweetwa**

Zambian Carnivore Programme, Zambia



I grew up in a small village near South Luangwa National Park and there were always different species around. When I was starting out, I had a very narrow view of conservation.

I thought conservation was mostly about protecting wildlife from people. I have since learnt that conservation is much more complex than that. I have learnt that there are serious costs to communities for living with wildlife and this encouraged me to do more work promoting human-wildlife coexistence. I now recognise that for conservation to be successful, the approach must be interdisciplinary, inclusive and as continually innovative as the landscapes in which we work.

Mid last year, I became a mother to a beautiful baby boy. He is now my greatest inspiration. All the work I do is inspired by the desire to leave this planet a better place for him. Conserving nature for future generations has a deeper meaning now.

My biggest successes have been in seeing the people we have mentored flourishing. Alumni of our training programmes at ZCP are now working on issues such as community development, policy and governance and wildlife research with government agencies. Some of our first trainees are now being recognised internationally as young change makers.

It is of course fantastic to see thriving populations of wildlife. The wild dog population in the Luangwa Valley is now one of the largest in the country and it is

a testament to what can be achieved through collaboration.

Covid-19 has been a challenge in the last couple of years. We have had to alter or suspend some of our programmes. Trying to keep activities on track in the face of ever-changing restrictions has been frustrating.

It has however shown that having a positive attitude and a big picture view is very important in conservation. The bad news can often overshadow the stories of conservation success. It is important to remember that nature is very resilient and that every action taken to conserve our shared natural heritage makes a difference.

It's been amazing to have Tusk as a partner. They are not just helping us address today's conservation challenges, but they are also helping us achieve our long-term goal of making conservation efforts more sustainable by building local capacity for conservation.



**Main image**  
Thandiwe Mweetwa  
Credit: Ed Selfe



Tusk's support has been instrumental in scaling up different aspects of our work and has enabled us to invest in training young Zambian wildlife professionals.

Environmental education is not only for children; our projects work with people of all ages

# Providing environmental education

Young people around the world are raising their voices for the environment more than ever before. However at the same time, increasing urbanisation and a growing detachment from the natural world remains a major existential threat to wildlife across Africa.

It is vital that an appreciation of the intrinsic value of nature is cultivated in young people in order to bring forth the next generation of passionate conservationists.

Tusk supports projects that help children and young people explore and experience nature, helping them understand the value of the natural world around them and allowing them to influence others in their lives.



## Planting seeds of change

### **C3 Madagascar, Madagascar**

Embedding responsibility for biodiversity conservation within children's value systems is a proven means of promoting positive behaviour change towards environmental stewardship in young people.

The Junior Ecoguard club network has been providing classroom and outdoor coastal biodiversity activities for over 12 years, and is now present in 100 schools, with 1,500 active members, influencing a wider school population of 35,000 youth, in addition to their wider network of families and friends.

In 2021, through C3's targeted outreach activities and pre and post-evaluation of knowledge levels, a dramatic improvement in young people's awareness levels (by 80%) and their intention to become changemakers in remote and urban communities across Madagascar was witnessed. A knock-on benefit is the great enthusiasm and motivation created by youth within their wider communities for reforestation of coastal vegetation and mangroves, driven by greater understanding of their value in food production and storm protection. Women's associations and schools now invite C3 to come and participate in their own home-grown reforestation efforts.

This year, with Covid-19 restrictions finally lifted, C3 will support 4,500 youth in experiencing outdoors conservation classes in endangered species monitoring and protection, reforestation, fisheries management and marine habitat surveys. They are looking forward to training a further 50 education staff and adding a further 20 schools to their Junior Ecoguard network, translating to a further 500 members.

Having planted the seeds of knowledge and empowerment, thousands of people are now mobilising community action against climate change and biodiversity loss, which is immensely encouraging to witness, especially in such challenging times!

#### **Main image**

Dugong and golden trevally

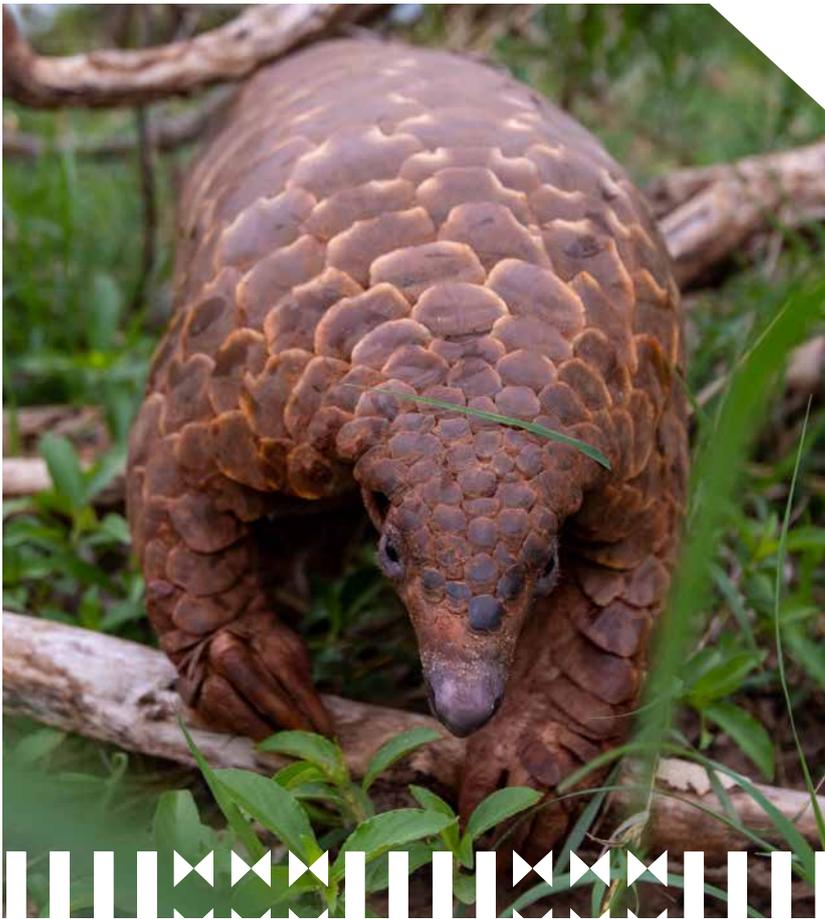
#### **Top**

C3's Junior Ecoguards celebrate Dugong Day  
Credit: C3 Madagascar



## Providing environmental education

Continued



“If you see something, say something”

### **Bhejane Trust, Zimbabwe**

“If you see something say something” is Amos’ motto. The winner of the 2020 Tusk Ranger Award continues to expand his community intelligence network across Zimbabwe. He consistently claims that the community is the first line of defence, and as a result of his work in 2021 no elephants were poached in Hwange National Park; pangolins were handed in; ivory and game meat were recovered and arrests were made using information from the community. His work has attracted attention both nationally and internationally in 2021.

This year he is planning to cover two more districts around Hwange National Park conducting educational awareness campaigns and establishing two new poetry and drama clubs. The project will also assist with small income generating activities for the communities. The main goal and objective of the organisational project is to teach the community to desist from committing wildlife crimes; report those involved in illegal wildlife crime and trafficking, and support the community to benefit from wildlife.

### **Top**

A pangolin rescued by Tusk Ranger Award 2020 winner photographed at the Hwange National Park in Zimbabwe  
*Credit: Sarah Marshall*

### **Bottom**

Tusk Wildlife Ranger Award Winner Amos Gwema  
*Credit: Sarah Marshall*

# Conservation Hero

**Clement Manjaalera**

Head of Education, Lilongwe Wildlife Trust



I started caring for the environment when I was very young, as I spent most of my time in the bush after classes. I even used to do my homework there rather than going to the library!

As I got older my passion grew and I realised I could do something to come up with solutions to the environmental problems facing Malawi.

I joined Lilongwe Wildlife Trust as a volunteer tour guide and was trained in environmental education. Since then I have gone on to lead the Trust's education programme, working with school groups and communities, sharing my conservation knowledge and inspiring them to be part of the solution.

When I started working in conservation there were many organisations working on environmental issues. They had great knowledge about the issues but didn't always understand how to engage with children and inspire them to change their mindsets. We now know that one way to inspire children is to give them role models and mentors. My team always talk about our own journeys in conservation.

Our biggest success has been turning a small pilot project in Lilongwe into a robust environmental education programme across significant parts of Malawi, particularly in schools and communities surrounding protected areas. Over the last 10 years we have engaged more than 175,000 learners and over 570 schools across the country.

One of the biggest challenges we face is that environmental education in schools is often not valued as highly as other educational subjects. Environmental education is implemented as an extra-curricular activity, implying that environmental issues are not as important as other subjects. In one school we were working with we realised that the teachers were even using tree planting as a way of punishing children who had misbehaved.

It's a really special experience to learn about what our students have gone on to do after taking part in our programmes – whether it's starting to recycle at home, speaking to their parents about not hurting wild animals or introducing some kind of green project at school.

Environmental problems can feel big and overwhelming, but with resilience and creativity, the next generation really can make a difference. I show them how they can leave a legacy behind them which makes a difference for their children.

We have had different donors over the years but Tusk stands out for being the most long-standing and transformational donor. A lot of conservation funding goes towards fighting wildlife crime and saving animals, which is of course important, but without changing mindsets we won't achieve anything in the long term. Education is our most powerful weapon.



We see our job as educators to inspire the next generation. But those children also inspire us.



**Main image**  
Clement Manjaalera

**Sara Inés Lara** Founder &  
Executive Director of Women for  
Conservation

# Women in conservation



The participation of women in grassroots conservation across Africa is essential for wildlife to flourish. In this piece from President & Executive Director of Women For Conservation Sara Inés Lara, a case study from Colombia offers a view of how female empowerment can lead to a sustainable future.

## **Working Towards an Ecological Future for Colombia's Women and Wildlife**

Early morning fog disperses in a rural village in the Chocó rainforest of Colombia. Women gather outside a pop-up clinic plastered with Profamilia and Women for Conservation banners. They arrived early for family planning from mobile doctors, giving them control over their reproductive futures for the first time. While contraception has become more available, planning education and funds to travel to clinics are barriers that women face when it comes to accessing family planning. This is why our mobile educational workshops and medical clinics make all the difference in these women's lives. Providing access to family planning is one of many ways that Women for Conservation empowers women while mitigating the burden on ecosystems.

Protecting Colombia's biodiversity is as much about taking care of and educating local people as taking care of nature. Communities living around Colombia's most valuable ecosystems are often subject to desperate economic circumstances,

resources for survival. Families have been forced into destructive livelihoods. Unintended population growth due to lack of family planning exacerbates these issues, while also leaving communities vulnerable to food insecurity, cyclical poverty, and climate change related disasters.

Community empowerment is essential for conservation success, but communities cannot invest in conservation when struggling to meet their own basic needs. Enabling access to family planning prevents unintended pregnancies, alleviates poverty, increases literacy rates, and benefits community health. Training in sustainable livelihoods offers alternative economic opportunities, ensuring biodiversity protection. This is why Women for Conservation has spent 17 years providing family planning programs, conservation education, and sustainable livelihoods.

Effective routes to a sustainable future rely on the women's empowerment. Not only do women benefit from our programmes, but so do their children, families, and their entire communities. Mothers pass down their skills and education to their children, multiplying our impact on the environmental education of future generations. Thus, by combining conservation with women's empowerment, we are able to multiply our impact, increase holistic community wellbeing, and invest in an environmentally conscious future.

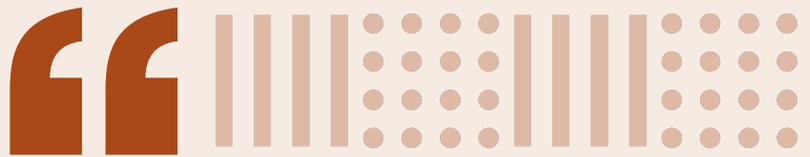
While it is clear that empowering women would help the world mitigate the crises of environmental disaster, biodiversity loss, and other global issues, there are still barriers blocking women from receiving a quality education. We ask how we can help break down the barriers that limit their access.

We believe in the power of women for real change. We have seen first-hand the incredible impact rural women have when given the resources and opportunities to thrive. We have worked with women who go on to become community leaders, taking concrete action for positive change in their own lives and environment. My story is testament to this.

The first step to heal the planet is to empower communities with opportunities to heal and thrive, so they can reflect that love towards Mother Earth. Change abuse for care, hate for love. Unfortunately, women suffer in silence. Only when the cycle is reversed and our voices are heard can we change our actions.

**Left**  
Black Mambas with snare  
*Credit: Julia Gunther*

**Right**  
CTPH Founder and CEO Dr. Gladys Kalema Zikusoka in Bwindi Impenetrable National Park.  
*Credit: Kibuuka Mukisa*



I've faced quite a number of challenges but some of the biggest were people thinking that women and girls can't do the same things as boys. The only way that we can mitigate climate change and protect biodiversity is by engaging men and women and having as many female as male leaders in conservation. Sara's words offer an excellent case study in how women's empowerment benefits conservation at all levels."

**Dr Gladys Kalema-Zikusoka**



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There are many different ways in which you can get involved

# Support Tusk

With your help, Tusk will be able to make an even greater difference for Africa's wildlife, natural habitats and people. There are many different ways in which you can get involved.

## Raise funds for Tusk

Much of our work would not be possible without the funds raised through the amazing energy and enthusiasm of our supporters. Whether taking on a challenge, creating your own event, fundraising alone, or with friends or colleagues, we're here to support your efforts.

## Donate Now!

There are several ways you can make a donation today:

- Use the donation response form at the back to send a cheque
- Complete the standing order form at the back to set up a regular payment, helping us do even more and plan for the future
- Make a donation or set up a direct debit online at [www.tusk.org/donate](http://www.tusk.org/donate)
- Call the office on +44 (0)1747 831005 to make a donation over the phone, or for more information on other ways to give



## Donating in the USA

For American supporters wishing to donate in the most tax efficient way you can choose to support our work through 'The Friends of Tusk' – a donor advised fund administered on behalf of Tusk by CAF America. Gifts made here are tax deductible in the US. Donate online at [www.tusk.org/donate](http://www.tusk.org/donate) or contact us for more information or a gift form.

## Below

GenerationTusk Team (L-R)  
Harry Legge, Julian Harvie,  
Cali Wood, Harry Skeggs,  
Franki Wiley

## Run your own Fundraising Event

Many of our supporters arrange their own fundraising event, such as a bake sale, coffee morning, or a mufti day, or collect donations in lieu of birthday, wedding or anniversary presents. If you would like to help and have a fundraising idea, Tusk can provide collection tins, posters and support to help you. Contact [hannah@tusk.org](mailto:hannah@tusk.org) for your fundraising pack or for more ideas and advice.

## Join our Digital Community

Join us on social media to help spread the word and be part of the conversation. Follow us on these channels for the latest updates from the field, inspiring wildlife stories and news from the world of African conservation.



[/tusk.org](https://www.facebook.com/tusk.org)



[@tusk\\_org](https://www.instagram.com/tusk_org)



[@tusk.org](https://twitter.com/tusk.org)

For more information on how you can support Tusk visit [www.tusk.org](http://www.tusk.org), email [info@tusk.org](mailto:info@tusk.org) or call the office on **+44 (0)1747 831005**.



## Join GenerationTusk

GenerationTusk is a strong community of next generation supporters who are committed to raise funds for Tusk through a variety of events and other initiatives that promote conservation across Africa. Follow [@generation\\_tusk](https://www.instagram.com/generation_tusk) on Instagram to be kept up to date with news and events, or email [hannah@tusk.org](mailto:hannah@tusk.org) for more information and to get involved.



Proud to  
support Tusk



The Nick Maughan Foundation is dedicated to supporting wildlife conservation efforts across the globe. NMF has committed to supporting Tusk's mission to amplify the impact of progressive conservation initiatives across Africa.

NMF donations to Tusk include sponsorship of the annual Conservation Awards, the Lion Trail, the Symposium, the Times Christmas appeal match funding, and the Tusk Ball.



Our project partners protect the abundant biodiversity of their landscapes to ensure ecosystem resilience for generations to come

# Protecting biodiversity

Maintaining an abundance of biodiversity around the world is a crucial but often undervalued element of the fight against climate change. While wildlife across Africa has a moral and inherent right to exist that should be protected, they are also critically important to the survival of their ecosystems. Every animal, from the charismatic 'Big 5' to pangolins, to frogs, all have a role to play.

We work with organisations across Africa that protect endangered and at-risk species at ground level. From reforming poachers, to tackling the illegal wildlife trade, and growing capacity in enforcement and prosecution, our partners are working at all levels to tackle the biodiversity crisis across the continent of Africa.

## Main image

WAG's team of highly skilled and dedicated rangers carry out daily foot patrols across the Thuma and Dedza Salima Escarpment Forest reserves every day of the year.

*Credit: Wildlife Action Group*

## Below

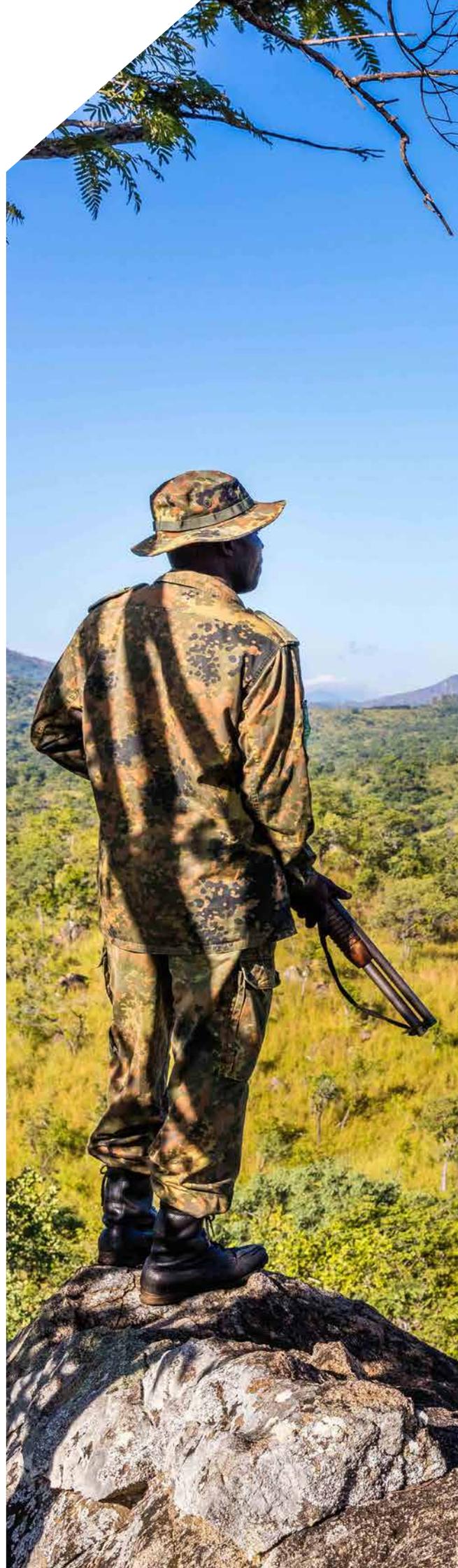
Human-elephant conflict mitigation is a key aspect of WAG's work and is helping create the foundations for sustainable coexistence between wildlife and people who live around the boundaries of protected areas.

*Credit: Wildlife Action Group*

## Right

The elephant population within the Thuma and Dedza Salima Escarpment Forest reserves makes up approximately 10% of Malawi's total population.

*Credit: Wildlife Action Group*





# Protecting Malawi's elephant populations

## **Wildlife Action Group (WAG), Malawi**

The Wildlife Action Group is dedicated to protecting, preserving and restoring two Malawian forest reserves – Thuma and Dedza Salima – both of which are key water catchment areas rich in biodiversity. They work closely with the government, local partners and in cooperation with local communities and in 2021 were able to upscale their 101 incoming generating projects as well as create new ones which had a positive impact on food security and nutrition, reducing the illegal use of natural resources.

A key highlight was a fourth year with zero elephants lost due to poaching. In 2022 WAG aims to continue to work hard inside the protected areas and also in the surrounding villages with communities to reduce human-wildlife conflict, an incredibly important goal for one of the world's poorest countries. Additional rangers will be recruited and trained. Human-elephant coexistence has massive implications for ongoing conservation efforts, and in fact has been proven to be directly linked to elephant poaching.

To deal with this, WAG will extend their solar powered fence line by 20km. This will not only ensure food security and personal security for people living close to the forest, but also provide new employment opportunities: a huge win-win situation. In particular, WAG looks towards attaining a fifth year without losing an elephant to poaching.



## Protecting biodiversity

Continued

### Protecting the precious pangolin

#### The Pangolin Project, Kenya

Pangolin have shot into the limelight as the most trafficked mammal in the world and yet there is relatively little known about their populations or behaviour. They are rarely incorporated into wider conservation strategies. Providing stories from the field about pangolin and insights from their ongoing research and monitoring programme is critical to ensuring continued support for pangolin and making sure that areas-based strategies incorporate pangolin habitat needs. As the species continue to live alongside communities, education and awareness are key actions, but communities also need to benefit from pangolin protection. The Pangolin Project, a new partner to Tusk in 2021 is exploring how this could be possible.

The Pangolin Project wants to be able to provide the first – evidence based - estimate of the number of pangolin within a specific area. This is an ambitious but important goal. Pangolin are hard to monitor. They are small, nocturnal and solitary and have a relatively low density. There are currently no estimates of the number of pangolins within an area and as a result

#### Right

The pangolin project team at one of their field sites  
*Credit: The Pangolin Project*

#### Bottom

The Temminck's Ground Pangolin photographed in the Maasai Mara National Reserve  
*Credit: Andy Campbell Safaris*

conservationists are not able to estimate the impact of poaching or measure the effect of protection efforts.

Last year the organisation, based in Kenya, built a strong field team which this year will implement lessons and utilise the technology to estimate pangolin populations; information they intend to share with the local communities and stakeholders, as well as the wider public.



# Conservation Hero



**Fatima Ousseni**

Marine Programme Officer, Blue Ventures, Comoros

Conservation is a field that I did not choose. Fate chose it for me. I started my professional career as an agricultural technician before entering marine conservation.

Having become aware of the challenges faced by communities regarding conservation of natural resources, I decided to get more involved. I wanted to contribute to empower these communities, preserve their resources and improve their livelihoods. I am proud of being part of it and working towards positive change for community-led resource conservation in my country.

Everything I knew about the marine environment was a confusing blur in the beginning. However, with the support of my managers and from working directly with communities, I quickly changed my mind and gained a wealth of knowledge.

My greatest successes have been in supporting female leaders who are committed to creating women's associations and campaigning for the conservation and management of marine resources, which did not exist on our island or even in the country before.

I have faced challenges working out how to effectively engage with communities. Each has its own needs, so it takes time. Creating legitimate and trusted relationships is difficult, as is training and structuring associations to be autonomous in managing themselves long-term. The challenges are worth it when I see the effects of communities becoming more empowered and using their resources to the best of their advantage.

My inspiration comes from working on the ground with fishers and living their reality, especially with the women's associations. I'm inspired by being part of planning and decision making on marine resource management initiatives at community level.

It's amazing to see the changes in association

members' behaviour in processes concerning resource management. They have learned to work together and consult to make collective decisions, and have gotten better at handling potential conflicts.

Tusk's financial support has played a big part in changing perceptions of conservation. The secretary of the fisherwomen associations was once against fisheries management initiatives, believing they did more damage than good. After discussions with myself and the team, she changed her perspective. Since then she has been heavily involved in leading the association.

I would encourage future conservationists to be patient and collaborative to improve community engagement.



I encourage young people, and especially women, to get involved in marine conservation.

**Right**  
Fatima Ousseni  
Credit: Dahari



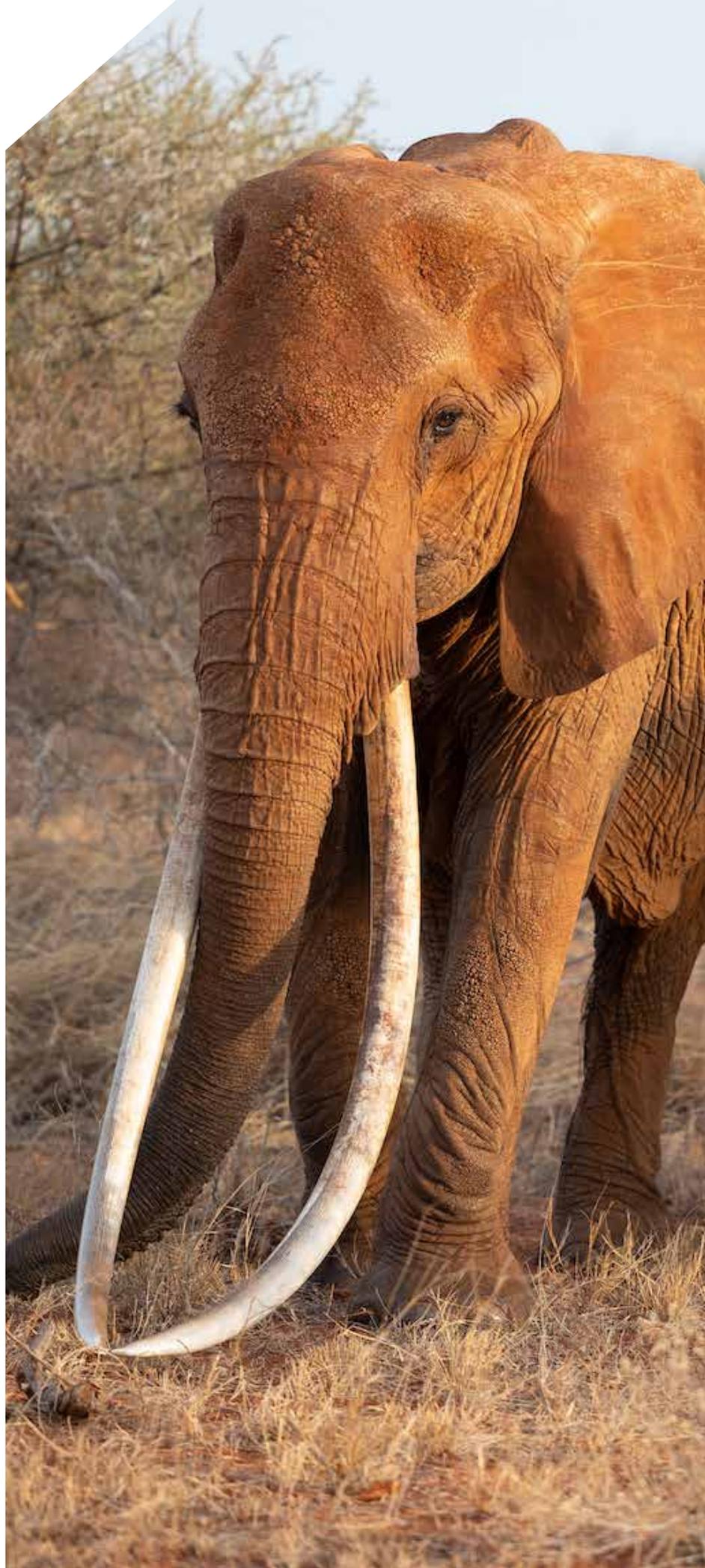
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Threats to Africa's diverse habitats pose one of the greatest risks to the continent's biodiversity

# Preserving natural habitats

Biodiverse ecosystems with an abundance of wildlife require a diverse range of habitats. Increasing competition for land and resources driven by the demands of a growing society mean habitats are increasingly under threat.

Tusk works with projects that help promote sustainable management of natural resources, enabling communities to safeguard their livelihoods and wellbeing whilst sharing their landscapes harmoniously with wildlife.



**Main image & above**

Tusker elephants in Kenya's Tsavo Conservation Area monitored by Tsavo Trust's Tusk-supported Tembo Teams.  
*Credit: Tsavo Trust*



## Developing Tsavo's community ecotourism potential

### **Tsavo Trust, Kenya**

The Tusk funded Tembo teams are on the front-line of protecting Tsavo's famed 'Big Tuskers'.

A strategic planning session for the Tsavo Trust team in 2021 brought renewal and a drive to achieve with the identification of several targets which will ensure their work in the Tsavo Conservation Area (TCA) is sustainable and has a meaningful impact both for the wildlife and communities that live there.

One key facet of sustainable impact is sustainable funding and the organisation will continue to explore new and long-term partnerships with donors and tourism operators to bring sustainable revenue into the TCA. With threats to wildlife continually on the rise, the secondary impacts of Covid-19 have been devastating for marginalised communities. Tsavo Trust continues to work closely with communities bordering the protected area to reduce these pressures and ensure communities are equitable owners in conservation.

Over the past five years, Tsavo Trust has played a stewardship role in the development of the Kamungi Conservancy that borders onto the northern boundary of Tsavo West National Park. Tsavo Trust will start the work of establishing a tourism facility that will bring a revenue generation stream for this vulnerable community. This direct financial income will help the conservancy members manage their own revenue and with this build their own capacity to develop and start their journey to self-reliance. Kamungi is located just 20km from Mito Andei right off the Mombasa-Nairobi highway, where travel and visitor footfall are consistent and plentiful. Land for this has already been secured.

## Preserving natural habitats

Continued



## Building capacity in Gashaka Gumti National Park

### **Africa Nature Investors Foundation (ANIF), Nigeria**

In 2021, a key highlight for Gashaka Gumti National Park where the Africa Nature Investors (ANI) works, was the successful training, equipping and deployment of 65 rangers, with Tusk funding, who then commenced some of the first systematic patrols across 30% of the park in decades. This has led to a dramatic drop in illegal logging, mining and forest fires and animal populations are beginning to rebound.

Last year ANI in partnership with the National Park Service, carried out a comprehensive socio-economic survey of the park's neighbouring communities. This has started the development of a partnership between the two. In the coming year ANI will commence support for various livelihoods to help secure their support for protection of the park. This partnership is critical to the sustainability of their work in Gashaka Gumti National Park.

They further plan to establish a new highland outpost in the mountains. This will enable them to recruit more rangers from the local communities. The rangers will then be deployed on ranger patrols across another 30% of the park. This is particularly exciting since the montane grasslands and cloud forests are arguably the most important habitat in the park. They are extremely rare for West Africa and make Gashaka Gumti very special in conservation terms – and yet have been virtually unprotected up until now. This will be an enormous step forward for the project!



### **Main image**

The management of the Gashaka Gumti National Park is working on partnerships with communities neighbouring the park  
*Credit: Africa Nature Investors Foundation*

### **Above**

A mountainous area of the Gashaka Gumti National Park in North East Nigeria  
*Credit: Africa Nature Investors Foundation*

# Conservation Hero

I started my career as an accountant. A few years later, I got a job with Amboseli Ecosystem Trust. The aim was to provide leadership and coordination to secure natural habitats for community, wildlife and biodiversity conservation. This linked me back to the nature I enjoyed while growing up herding livestock across the very same ecosystem.

I joined Amboseli Ecosystem Trust during the craze of land subdivision and I could vividly see habitats shrinking for development of tourism facilities, crop farming, and huge cities.

When I started out, I didn't understand the relationship between community wellbeing, conservation and habitat protection. I thought wildlife took space for livestock rearing and posed risk to the community. The last few years have been trying for communities, especially when land is sold to non-pastoralists who convert land for crop farming, a use that's not compatible with livestock keeping. Conservation is far better for pastoralist communities than other forms of land use. Livestock keepers require space for their livestock - so does wildlife conservation. Big Life's philosophy that "conservation supports the people and people support conservation" has become my mantra since I joined the institution.

My major challenge has always been my age. I joined AET as CEO when I was 28 years old. They were looking for an older candidate, but I emerged the best in interviews. I joined Big Life Foundation as COO but was promoted to CEO within one year. The people I

“

I've had many successes in my career thanks to the wonderful teams I've worked with. I don't believe in a zero-sum game and am always looking for ways to elevate my peers and partners.



## Benson Leyian

Chief Executive Officer, Big Life Foundation, Kenya

interact with are always older and more experienced than me, ranging from group ranch leaders to national government ministers.

My love of people and wildlife keeps me inspired. After flora, fauna and their habitats are destroyed, the next is destruction of the human race. We must protect nature, so that nature can protect us too. There are many ways to know you are making progress, including more positive community attitudes towards conservation, increased wildlife populations and decreased poaching, and improved consultation processes by government agencies.

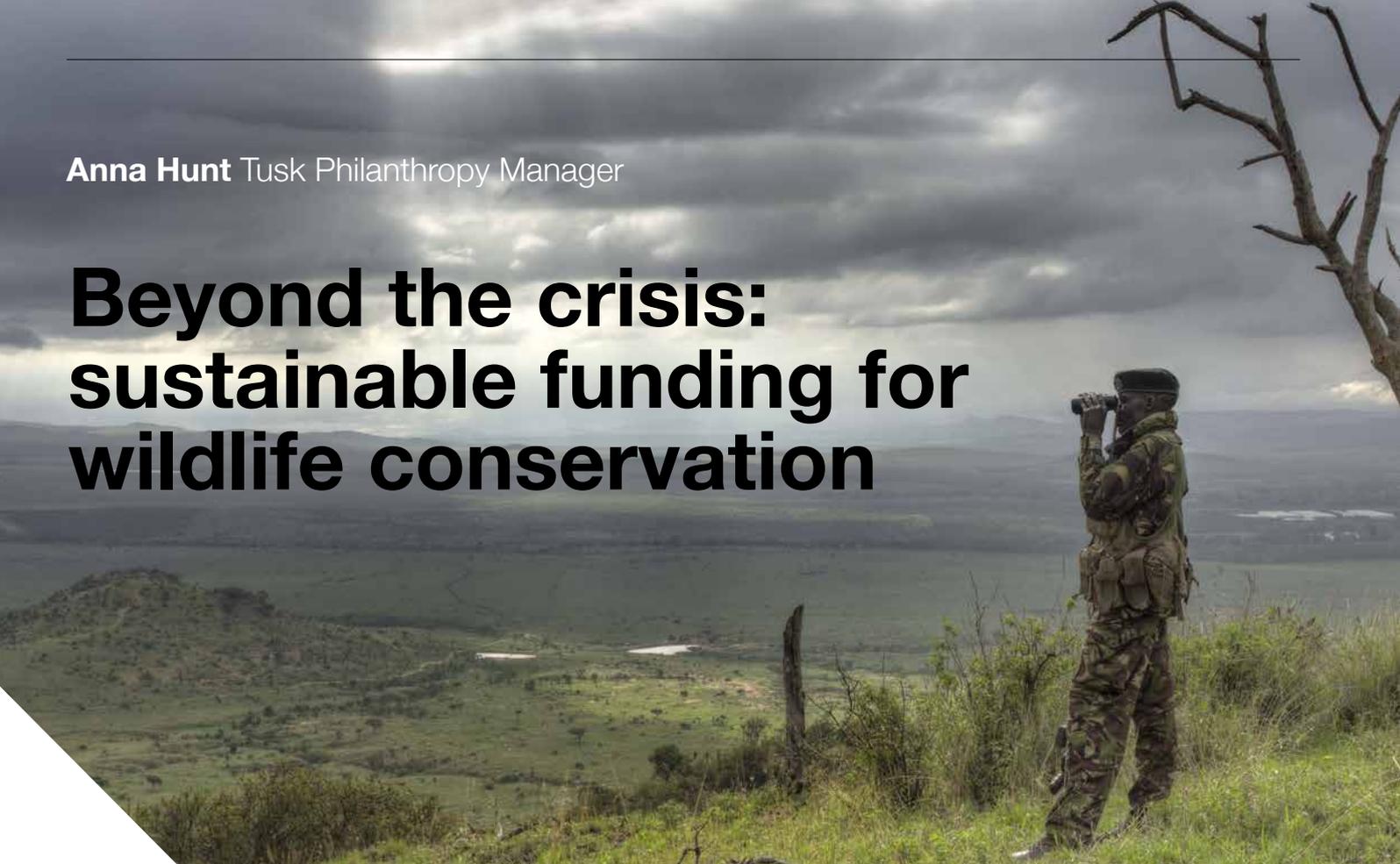
Over the years Tusk has been a consistent and significant partner to the Big Life Foundation. Donations and grants from Tusk go a long way, most notably keeping our rangers in the field for wildlife protection, human-wildlife conflict mitigation and community support. Richard Bonham's (Big Life's Executive Chairman) 2014 Prince William Award gave us incredible global visibility and our funding levels have never been the same since.



**Main image**  
Benson Leyian  
Credit: Jeremy Goss/  
Big Life Foundation

**Anna Hunt** Tusk Philanthropy Manager

# Beyond the crisis: sustainable funding for wildlife conservation



We were overwhelmed by the response to our Covid-19 Crisis Appeal, and other fundraising initiatives in 2020 and 2021. Thanks to the support of our donors, Tusk's income increased by a remarkable 35%.

Although the situation across the charity sector was fairly bleak, with over 60% of charities in the UK experiencing a drop in income, one-off donations by individuals actually increased. People wanted to do something positive. For Tusk, the Wildlife Ranger Challenge was a huge success building on the support of the Scheinberg Relief Fund who, motivated by the plight of wildlife rangers across Africa, invested in wildlife conservation. At the same time, membership of Tusk's Patrons' Circle doubled in direct response to the crisis.

Our challenge now is to maintain momentum and encourage continued investment into wildlife conservation. Research by the UK's Environmental Funders Network shows that donations from charitable foundations to environmental causes represent just 5.8% of overall giving. The figure in the US is even lower. Traditional fundraising, particularly with the growth of digital fundraising platforms, is a crowded marketplace, with approximately 169,000 charities registered in the UK. Charities need to be innovative to reach new audiences and raise sustainable funds.



The threat to nature is growing, but together we can demonstrate resilience, optimism and innovation to find solutions.

**Above**

A ranger on the Borana Conservancy, Kenya  
*Credit: Stevie Mann*

**Right**

White rhino in the Waterberg, South Africa  
*Credit: Save the Waterberg Rhinos*

Maintaining fundraising success after a crisis appeal is a particular challenge. It's difficult to uphold the sense of urgency, especially for projects that take time to demonstrate impact. Achieving an upward trend in a population of an endangered species takes generations, relying on sustained investment.

It's encouraging for Tusk that the narrative following the recent COP26 conference has moved from a climate change focus to one encompassing biodiversity loss and the need to preserve nature. Tusk believes in protecting wildlife not just for its inherent value, but also because maintaining healthy ecosystems is vital to the protection of the planet and for our own survival.

Tusk funds 90 projects across Africa, but our mission extends beyond financial support. As an advocate, we aim to use our platform, together with our ambassadors, to highlight the importance of conservation and the urgent need to reverse biodiversity loss to inspire greater philanthropy and sustained investment. As a convener, we bring our network of conservation partners together to encourage collaboration and innovation to find alternative, sustainable funding mechanisms for their programmes.

But as a fundraiser, we need to continue to maximise opportunities that can increase our investment into the field. We play to our strengths as a nimble, connected organisation and will strive to find ways to work positively with the corporate sector, particularly through Corporate Social Responsibility and sustainable finance models, broadening our networks to appeal to new audiences across the globe.

# A new pitch for Africa's natural capital

Africa is rich – above and below ground – and has been observed as the future economic growth engine of the world.

We have a median age of 19.5 years. It is estimated that Africa contains one fifth of all known species of mammal, bird, and plant.

Africa's natural capital and biodiversity are its greatest assets. However, our natural capital is dwindling rapidly. Climate migration is on the rise, biodiversity is being lost, but it's possible to reverse the tide.

Following Covid-19, what lessons are we taking forward to ensure participatory, relevant and viable future investments are front and centre of future planning?

Later this year, I will be launching Nature's Pitch – a financing hub to support zero-to-small, inclusive, environmentally conscious enterprises which could impact biodiversity and uplift livelihoods. The hub, which will be primarily African financed, will bring together the continent's collective will, financial legends and natural capital change makers who can harness Africa's natural resources to finance its development agenda.

By providing food, health, water supply and many other services, biodiversity constitutes the engine for socioeconomic development in Africa. Most African economies are dependent on natural resources such as agricultural lands, forests, water resources and ecosystem services.

Harnessing the value of Africa's natural capital could be the gateway to a stronger financial future, as well as the seed of private investment and philanthropy towards our future biodiversity aspirations.

Connecting private investments with socially inclusive businesses which are mitigating negative impacts on the environment can only maximise conservation and economic growth.

With this keener acknowledgment of Africa as the next emerging green market, a global green growth drive steered by African financing and investors is the next phase of our business and conservation model.



While it's common now to see African governments exploring new finance models, including carbon credits and ecosystem financing, to address development goals, these need to be scaled primarily through financing from within the continent.

Establishing African-owned and supported systems employing innovative financing models that are geared toward protecting our natural capital must be fast tracked.

With African corporates, investors and capital growth experts reviewing how to integrate dependency and impact on our planet's resources into their decision making, future investments can help encourage inclusive and sustainable growth that will support rural communities' ability to access economic opportunities.

To support this, Tusk brings together leaders from across African conservation for the Tusk Symposium. This year's symposium brought together over 40 of Tusk's partners and explored with African corporates, economists and investors how to improve the business of conservation. The most important discussion examined the role of African funding in driving the next phase of conservation and the continent's green growth.

The blueprint for this new chapter of African biodiversity lies in how we choose to co-exist with nature. The natural ecosystems that we depend on are not infinite and can only withstand so much interference. Shifting the needle on the continent's investment priorities and launching African green investment vehicles that ultimately protect biodiversity markets is a win-win situation for all.

It is our responsibility as citizens of this very rich continent to ensure that nature's ability to provide for us is protected and, more importantly, incorporates the needs of every participating and utilizing sector across the value chain.

Raising global awareness of conservation through exceptional art

# The Tusk Lion Trail

Last year, Tusk's global Lion Trail saw 47 magnificent, life-sized lion sculptures prowl the streets of eight major cities around the world from London to New Zealand.

Each sculpture highlighted the magnificence of lions, threats to their existence and the people working for their survival – raising awareness of conservation efforts across the African continent.

Thanks to our bidders, the artists, and our generous sponsors, the initiative raised over £1.1m to protect lions and their landscapes.

The sculptures were created by a multitude of famous faces, including Rolling Stones guitarist Ronnie Wood, wildlife photographer David Yarrow, and rugby legend Richie McCaw and contemporary artists including Ian Davenport, Gavin Turk, Helen Downie, Deborra Lee & Oscar Jackman, Nick Gentry and Hannah Shergold.

The works of art were unveiled worldwide on 10 August 2021 to mark World Lion Day, after which they went on public display in cities including The Hamptons (special thanks to Donna Karan), London (thanks to HOLBA), Edinburgh (thanks to St James' Quarter), Bristol, Sydney, Wellington and Nairobi.

We want to send special thanks to the artists who gave their time and talent freely to create the magnificent sculptures.

The sculptures spent six weeks prowling the streets around the world to celebrate African lions and the people that live alongside them. The pride are now in new homes, following a nail-biting auction at Bonhams in London. Huge thanks to DHL and Pickfords for their logistical help transporting these incredible artworks around the world.

Tusk is enormously grateful to lead global partner DHL and global co-sponsor ISPS Handa for their generous support and without whom this hugely popular trail would not have been possible. Our sincerest thanks also go to the African Community & Conservation Foundation for enabling public display and auction of the sculptures in The Hamptons.

“

I always do my bit for Tusk, and this time it's the lions. I didn't realise how few of them we have. Their numbers are really diminishing. We musn't let that happen.

**Ronnie Wood - on why he took part in The Lion Trail**

#### Main image

Lion sculptures at Piccadilly Circus mark the launch of the Tusk Lion Trail  
*Credit: Jeff Spicer*

#### Right

There are approximately 24,000 wild lions in Africa today. Down from 200,000 a century ago. Human-carnivore conflict is one of the major causes of their disappearance from these habitats  
*Credit: Lion Landscapes*



**Tusk**

The Tusk Lion Trail is supporting communities and lions across Africa to coexist and thrive.

[www.tuskliontrail.com](http://www.tuskliontrail.com)

**Did You Know?**

The current lion population is estimated at less than 22,500. Shockingly, there are now fewer wild lions left than rhinos.

Pickfords art of london



### Lion Landscapes, Kenya

Few people realise that lion effigies, like those found in large cities around the world through Tusk's stunning Lion Trail, outnumber the remaining wild lions on the planet. Wild lions require huge landscapes to thrive - often including land relied on by people and livestock. Where people and lions overlap, lions impose significant costs for communities, mainly through attacks on livestock, which are vital economic and cultural assets. Conflict arises, and large carnivores are killed, wherever these costs outweigh the benefits from wildlife presence.

Lions and other wildlife species have significant ecological, economic and cultural value globally. Ensuring that value is sufficiently realised by people coexisting with lions is key to conservation success. Lion Landscapes' mission is to make large carnivores valuable to communities. Their programmes enable communities to prevent livestock predation, through simple, affordable and effective changes to livestock husbandry, significantly reducing the costs associated with carnivore presence. Lion Landscapes also works to unlock the benefits of wildlife presence through linking financial support from philanthropy, tourism and ecosystem services to the direct presence of lions and other wildlife. Coupling resilient livelihoods and a better future for local communities with the presence of iconic species such as the African Lion, means local people and the rich biodiverse landscapes we all depend on can thrive.

The Tusk Lion Trail created global awareness of the value and plight of lions, and Lion Landscapes are enormously grateful for the support this has given the communities they work with, who will ultimately determine if wild lions are free to roam for years to come.





**Main image**  
 All sculptures from the Tusk Lion Trail  
 Credit: Nick Andrews

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Tusk's corporate sponsors

# Our sponsors

In 2021 Tusk's corporate partnerships grew and matured, with many new organisations becoming part of the Tusk family through the support of the Tusk Lion Trail.

The charity would like to acknowledge the many companies and foundations who kindly sponsored the individual lions whilst on public display around the world:

- Alignment Partners at UBS Financial Services
- Animal Friends Insurance
- BlackRock
- Blackstone
- Bonhams
- Boodle Hatfield
- Bowmark Capital
- Butterfly Effect
- Capital.com
- Capricorn Capital
- Currency.com
- DP World
- David Yarrow Photography
- Deutsche Bank
- DHL
- EarthX
- Emso Asset Management
- Fladgate LLP
- Genesis Imaging
- Graylish LLC
- ISPS Handa
- Justerini & Brooks
- Kevin Richardson Foundation
- Land Rover
- Lion Trust
- Mishcon de Reya
- The Nick Maughan Foundation
- Ninety One
- Orchard Global Asset Management
- Pickfords
- Pula Limited
- Satis Wealth Management
- Vodafone

# Your impact leaves its mark on us all.

BlackRock is proud to support Tusk.

We feel humble to be part of such a life changing cause and commend Tusk's work to forge a link between Africa's natural heritage, culture and people.

**BlackRock.**

**blackrock.com**

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Tusk's ambassadors

# Our ambassadors

The core of Tusk's mission is to amplify and raise the profile of the work of our project partners across Africa.

Helping us achieve this is an impressive roster of subject-matter experts and celebrity ambassadors. Through their influence, we are able to reach a public audience that would simply not be possible alone.

Our community of ambassadors has grown exponentially since Tusk started out. Most recent additions include musician Jack Savoretti, Strictly contestant and Marchioness of Bath, Emma Thynn, Made in Chelsea star and safari guide Tristan Phipps and comedy legend John Cleese. The charity is incredibly grateful for the support and passion of these incredible individuals. Welcome all to Team Tusk!

## Introducing Tusk's newest ambassador, Hannah Shergold

Following her contribution to the incredibly successful Tusk Lion Trail, we are pleased to welcome Hannah Shergold as our newest ambassador. To mark the appointment, Hannah is launching a new body of work, 'The Sovereign Collection', at the prestigious Mall Galleries.

Hannah's background differs from that of many artists as a Cambridge University graduate and Army helicopter pilot. Since leaving the military just 4 years ago Hannah has sold over £500,000 of her own art and raised over £200,000 for charity, including over £90,000 for Tusk.

The Sovereign Collection, timed to coincide with the Queen's Platinum Jubilee, will aim to raise an ambitious target of £100,000 to support our work. The collection will debut at an exclusive preview evening on 7th June where two paintings will be auctioned with 100% of the proceeds donated to Tusk.

You can sign up for more information on our website: [www.tusk.org/events](http://www.tusk.org/events)



**Above**  
(L-R) Ronnie and Sally Wood, Jen Wade and John Cleese with lion trail sculpture

**Right**  
Tristan Phipps and Emma, Marchioness of Bath, at 2021 Tusk Conservation Awards

**Below**  
Hannah Shergold at launch of Tusk Lion Trail. (R) Jack Savoretti



Tusk invests in projects that take the lead in applying innovation to conservation

# The frontier of conservation

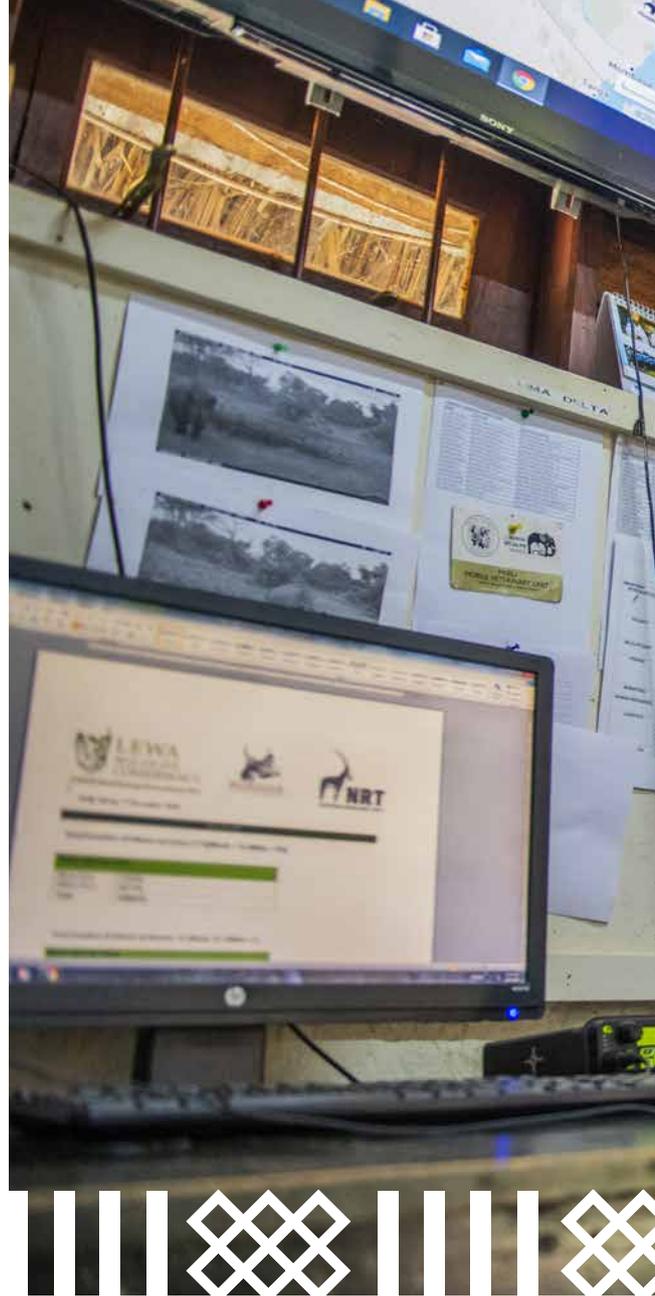
Technology has changed every aspect of the way we live our lives. Everything from the entertainment we enjoy to the way we communicate is influenced by advances in technology. The world of conservation is no exception.

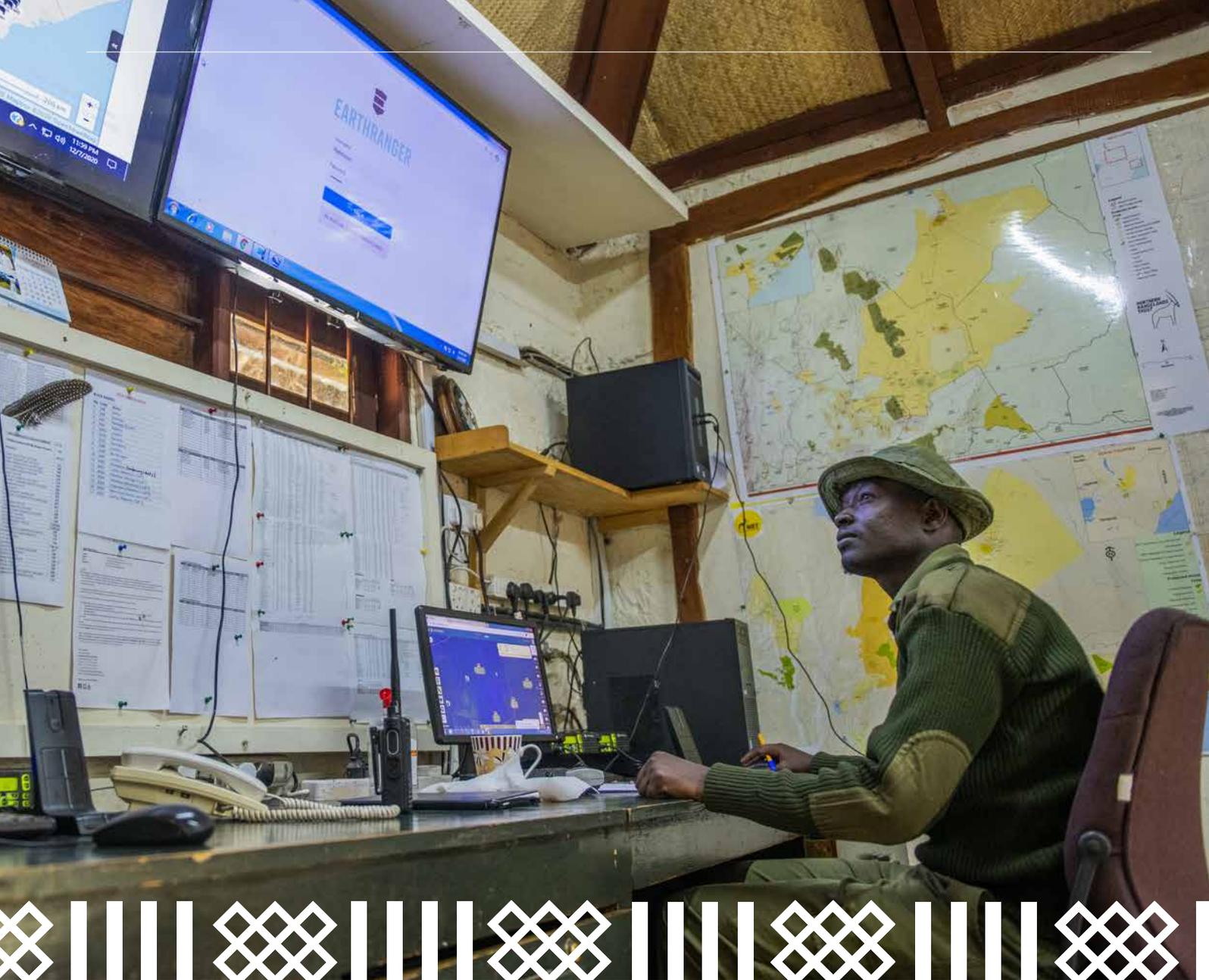
From drones, to artificial intelligence, to advanced algorithms, the very latest in tech is transforming the face of conservation. Many of our partners are at the cutting-edge frontier of what's possible in conservation. Through continuing innovation at the grassroots level, wildlife and landscapes can be protected at an infinitely greater scale.

**Top**  
A ranger at the Lewa Operations Room powered by Earth Ranger  
*Credit: Lewa Wildlife Conservancy*

**Bottom right**  
One of 35 rhino calves born on the Lewa-Borana landscape in 2021  
*Credit: Lewa Wildlife Conservancy*

**Bottom left**  
A water project for small scale farmers in one of Lewa's neighbouring communities  
*Credit: Lewa Wildlife Conservancy*





## Another global first in conservation innovation

### **Lewa Wildlife Conservancy, Kenya**

Whilst tourists were a rare sight on the Lewa Wildlife Conservancy during Covid, rhino were not! A record 35 rhino were born across the Lewa-Borana landscape, a 150% increase compared to the previous year. The consequent plans to translocate animals to other protected areas in the region, solidifies Lewa as a catalyst for conservation of the vulnerable species.

To ensure their protection, and thanks to funding from Tusk, Lewa will be integrating the Long-Range Wide Area Network (LoRaWAN) into the Earth Ranger platform which Lewa has utilised since 2005 as a rangeland management tool – leveraging the existing technology, and scaling up the conservancy’s capabilities for monitoring, research and the management of wildlife, landscape and security operations.

LoRaWAN sensors will be fitted on a variety of assets – vehicles, fences, entry points – as well as rhino! This real-time tracking will significantly improve the team’s effectiveness in analysis and interventions. The integration of Earth Ranger and LoRaWAN will be a global first in advancing conservation technology that can be widely replicated, illustrating the possibilities for tech innovations in natural resource management.

On Lewa’s boundaries the conservancy is working with neighbouring communities to build a 200,000 cubic metre water catchment unit, designed to give 15,000 people access to clean water. The project is designed to sustainably harness rainwater, providing an alternative water source and transform 2,500 acres of land through irrigation systems for small-scale farmers. Only by engaging community support for conservation will the future of the rhino be secured.

## The frontier of conservation

Continued



## Expanding the ivory Stockpile Management System

### Elephant Protection Initiative Foundation, Africa-wide

With Tusk's support, in 2021 the Elephant Protection Initiative Foundation (EPIF) supported the implementation of a bespoke digital inventory system - the Stockpile Management System (SMS) - for ivory and other wildlife products management in one new country, Benin, bringing the total number of countries using it to thirteen. The SMS system allows countries to efficiently and transparently manage stockpiles and allow them to easily meet their annual CITES commitment to report on their stockpiles.

In Benin the EPIF provided tablets and other necessary equipment, trained 15 Government staff, and inventoried the Cotonou stockpile. A key goal is to expand the use from the country's central storeroom to a further 10 district stores.

#### Top

A ranger poses next to an ivory stockpile at the Kenya Wildlife Service headquarters in Nairobi

*Credit: Martin Middlebrook*

#### Right

A ranger poses with a poached tusk from a tusker elephant

*Credit: Martin Middlebrook*

During 2022, the EPI Foundation will continue to support both EPI signatory and non-signatory countries to strengthen their ivory management protocols, by using the digital inventory system, and developing standard operating procedures for storeroom management. This will entail mentoring countries already using the SMS, providing technical support, refresher training where necessary, and the deployment of the SMS in new countries requesting to use it. In Mozambique and South Sudan, the EPIF are aiming to conduct SMS training and they plan to pilot the SMS in one new country, Cameroon.

The overall aim is to keep ivory beyond economic use via secure and transparent stockpile management, thereby reducing the risk of ivory leaking into illegal wildlife markets, and perpetuating the trade.

# Conservation Hero



## Issa Gedi

Director of Governance and Capacity Building,  
Northern Rangelands Trust

Picture it. School holidays and weekends - a young boy from Ijara, south of Garissa County in northern Kenya, busy herding his father's livestock while draped in macawis (a herder's kikoy) and clutching a herding stick. Magnificent sunsets, livestock, and wildlife, including the critically endangered hirola antelope, would surround him in the evenings. That little boy was me.

I've now worked for the Northern Rangelands Trust (NRT), a membership-based organisation serving 43 community conservancies spread across 63,000 square kilometers of northern and coastal Kenya, since 2012.

I initially offered to help create community awareness on conservation, leading to the establishment of the Ishaqbini Hirola Sanctuary, an ambitious initiative that saw the population of the endangered hirola antelope rise.

Since joining NRT, I have gone from supporting seven Coast conservancies to overseeing all 43 community-led conservancies. A key success has been the development of a scalable regional model for conservancy growth and development, which I successfully implemented in NRT Coast and plan to replicate across the NRT landscape.

Through this model, I plan to increase robust natural resource governance systems, devolve services to communities, enhance conservation, and improve community capacity and livelihoods.

I've also striven to be a champion for inclusivity by working towards an increase in women's participation in marine conservation in NRT Coast conservancies and leading the rollout of transformative community projects to improve livelihoods. The regional model for conservancy growth and development which I successfully created and executed at NRT Coast is now guiding operations in NRT East, West, Centre, and Mountain.

I believe this new regional model is best positioned to improve people's lives, build peace, and conserve the natural environment. Protecting and contributing to the recovery of critically endangered wildlife species that have been affected by habitat loss, encroachment, and death because of natural causes inspires me.

My heart beats for leadership, community work, and the protection of natural resources. NRT's community-conservation model allows me to pursue this goal. Contributing to the greater good of society drives me. However, it hasn't always been easy. We continue to grapple with misinformation about the community-led conservation model, high community expectations, political conflict, and governance concerns caused by multiple external factors.

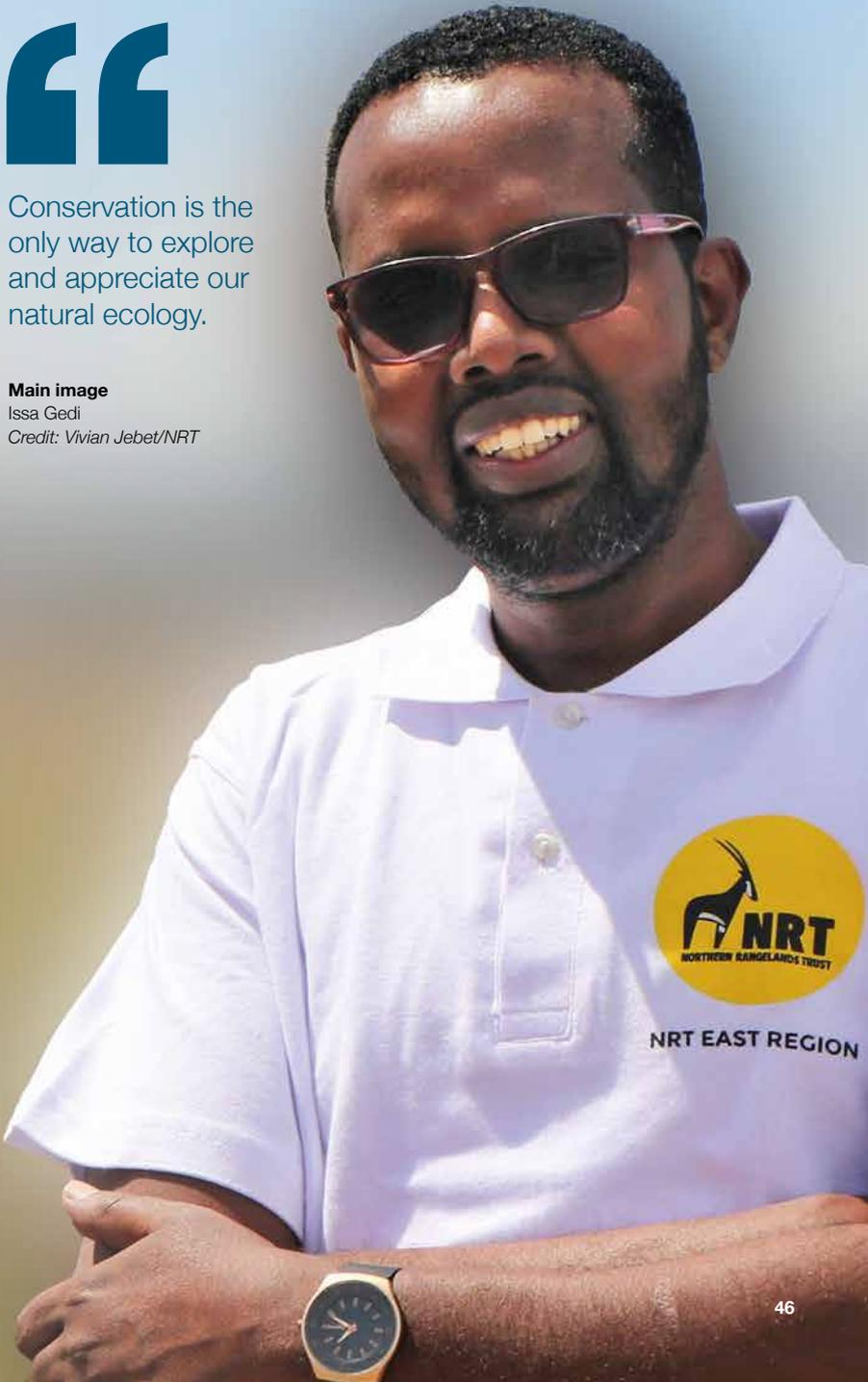
Despite these challenges, I try to remain focused on conservation. I hope that my commitment will enable me to be a role model for budding conservationists.



Conservation is the only way to explore and appreciate our natural ecology.

### Main image

Issa Gedi  
Credit: Vivian Jebet/NRT



Sarah Marshall, Journalist

# Celebrating conservation success

The Tusk Conservation Awards, in partnership with Ninety One, celebrate the leaders and frontline heroes of African conservation, and shine a light on how they make a difference.

Since 2013, The Tusk Conservation Awards have served as a springboard for some of Africa's leading conservationists. Award finalists and winners have gone on to rise to the top of their fields, secure additional funding and grow their work.

With recent research showing the vital role wildlife can play in tackling both biodiversity loss and climate change, it is clear that conservation not only safeguards the right of wildlife to exist, but also the

survival of our own landscapes and ecosystem services. It's more important than ever before that the efforts and challenges of those working in the field of conservation are recognised for the work they do.

In 2021, Tusk was thrilled to be able to bring back the Awards as an in-person event at the BFI Southbank in London. Hosted by BBC presenter Kate Silverton, our winners and finalists met with Prince William, our Royal Patron, as he announced the results and personally presented the intricately crafted awards, sculpted by Patrick Mavros.

Our huge thanks go to our headline sponsors Ninety One, to our individual award sponsors Land Rover and the Nick Maughan Foundation, and to all of our other corporate partners, without whom the awards would not be possible.

These include ISPS Handa, Fortemus & Maia Films, DHL, Mantis Group, Shelton Fleming, Justerini & Brooks and EJF Philanthropies.

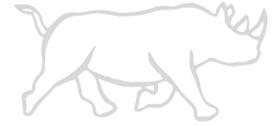
**Our 2021 winners and finalists met with journalist Sarah Marshall to discuss their work and hopes for the future of conservation. Here are their stories...**



# Simson Uri-Khob

Namibia

## Prince William Award for Conservation in Africa **Winner** Sponsored by Ninety One



**“It’s a very peaceful animal if you treat it with respect,” chuckles Simson Uri-Khob, referring to a creature that’s dominated his life for three decades.**

The 58-year-old car mechanic turned conservationist insists that beneath those robust layers of body armour, rhinos have a gentle heart.

Recalling the first time he saw a rhino in the wild, he says: “We didn’t realise she was hiding a baby. She came straight for us, so I shot up a tree.”

He’s scrambled up thousands ever since – not that there’s much vegetation to be found in the rugged, dry landscape of Namibia’s Kunene region.

Stretching 25,000 square kilometres, right up to the Angolan border, the vast desert area provides a home for the largest free-roaming population of black rhino – a desert-adapted sub-species whose numbers dropped to 60 at the height of a poaching crisis between 2012-2014.

“We didn’t lose any from 2017,” says Simson, who was appointed the first black African CEO of Save The Rhino Trust.

A rhino ranger programme trains local people to monitor the animals and allows them to earn an income guiding tourists. A collaboration between three conservancies, Desert Rhino Camp, managed by Wilderness Safaris, provides a permanent base for activities.

The value of eco-tourism to the region became apparent when lodges closed during the pandemic and two rhinos were poached. One of the animals had been tracked by The Duke of Cambridge when he visited Namibia in 2019.

“He was sad when he heard the news,” says Simson. “He will always be sad if he hears a rhino has been poached.”

Although he was only in the country for a brief period, Prince William made a big impact on communities in awe of speaking to a future king.

A natural leader, Simson also has a unique gift for engaging crowds.

Rising from humble beginnings as a welder fixing cars for SRT, his story is an inspiration to aspiring African conservationists. By listening and showing solidarity with his team, he has garnered a loyal following.

“The trust I’ve built with my staff is my great pride,” he says. “We are one family. I will always listen if they have a problem. I know we can solve it.”

Sadly, there will “never be enough boots on the ground”, but dedication, enthusiasm and commitment go a long way.

Constantly searching for new ways to manage the enormous area, Simson has embarked on a new project using mules to access remote, difficult places.

Although much of his time is now spent travelling between communities or advising government officials, he still relishes every moment of being out in the field; it’s a reminder of why he chose this challenging but rewarding career.

“It’s amazing to see these animals wandering around here in in such a big open area,” he says. “In other places, you might find them fenced in a park or a zoo. Here, if they run, they will run forever.”



This success is largely a result of improved community engagement.

### Right

Simson Uri-Khob  
Credit: Alexander Oelofse

### Bottom right

2021 Prince William Lifetime Achievement Award Winner tracks desert-adapted black rhino in Namibia  
Credit: Black Bear productions



## Celebrating conservation success

Continued

### Suleiman Saidu Nigeria

Watching elephants mud wallowing in nature documentaries presented a very different image to the brutal reality Suleiman Saidu faced in the field. Programmes on NatGeo Wild inspired the young Nigerian to become a ranger, but it wasn't until 1999 – at the age of 29 – that he first saw an elephant in the wild.

At that time, the poaching crisis was spiralling out of control.

“During one patrol, we came across a dead elephant with its tusks removed by a machete,” he recalls. “It had bled to death. I felt so bad. It was a terrible experience. It really pained me.”

Home to the largest population of elephants in West Africa, Yankari Game Reserve in north-east Nigeria is the country's premiere wildlife destination. Twenty-two years ago, when Suleiman first started working here, communities were still living inside the park. The relationship with rangers was strained.

“They were very hostile towards us,” explains the unshakeable hard worker. “They accused us of not doing our jobs and allowing elephants to destroy their farms. They saw us as a threat to their livelihoods.”

The rangers he was working alongside were equally disillusioned: a lack of training and equipment combined with low salaries created a breeding ground for apathy. Worse still, incidents of bribery and corruption were alarmingly high.

Changing the narrative was top of Suleiman's agenda. He was determined the story of Yankari would take a different course.

Two stand out projects, part of a co-management agreement between NGO the Wildlife Conservation Society and the government, have helped to transform the fortunes of the park: one initiative enables local school children to enjoy and appreciate wildlife on game drives, while an elephant guardian programme has equipped farmers with the tools and knowledge to safely chase troublesome animals away.

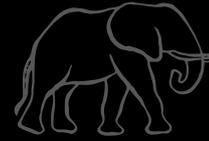
“The communities are much more pro conservation; they feel part of the system,” he says. “Now they give us lots of support and even share information about poachers.”

But success hasn't come easily. Whether chased by elephants or confronted by armed poachers, Suleiman admits he has feared for his life on several occasions. Over time, he has learned the trick to survival is remaining calm.

Discipline and a strong sense of morality have also helped him to resist financial bribes.

### Tusk Wildlife Ranger Award Winner

Sponsored by the Nick Maughan Foundation



He describes an incident early on in his career when he refused to give in to a band of illegal loggers claiming to have government connections.

“I wasn't frightened because I knew I was doing the right thing,” he says. “So there was nothing for me to fear.”

Besides, money has never been his motivation. The father of five always knew life as a ranger would never bring him “serious money”. But sacrificing financial gain and even more precious time with his family is justified by the important end goal of securing a future for wildlife.

#### Main image

Suleiman Saidu  
Credit: IBST Media

#### Above

Education outreach  
Credit: IBST Media



My main aim is that these protected areas will thrive for the generations who come after us, so they can benefit as much or even more than we have benefited.

# Julie Razafimanahaka

Madagascar

**Found nowhere else on the planet, the charismatic lemur is undoubtedly Madagascar's greatest tourist attraction. Yet for many who live in the African island's urban areas, sightings are rare.**

Conservationist Julie Razafimanahaka, who grew up in capital city Antananarivo, recalls her first wild encounter took place as a teen during a camping trip with a Scout group to Andasibe National Park.

"We spent two hours looking for the Indri, the largest lemur we have," she explains. "When we found them, they started singing. The sound was amazing. I loved it. You could hear it from kilometres away."

Up until today, the memory remains vivid. But even more striking was the shocking reality these animals were on the brink of extinction due to human activity.

"That really stuck in my mind," says the softly spoken but fearlessly determined 40-year-old wife and mother, who introduced her daughter to Indri at just six months of age. "I knew I needed to do something."

It was a spur to kickstart a career in nature preservation – although initially Julie's studies revolved around a far less enigmatic animal: bats. It's a choice she still struggles, with a smile, to explain.

"Honestly, I ended up doing that because I always dreamed of going to the national park of Tsingy De Bemaraha on the western coast. It's a classic landscape that always features in documentaries about Madagascar."

Since she started in 2003, the number of known bat species has increased from 52 to over 100. But her involvement in the organisation, which later became known as Madagasikara Voakajy, would have a more significant impact in the longer term.

When the NGO's director left, Julie took the difficult decision to give up her PhD and take on the role. It's a



## Tusk Award for Conservation in Africa Winner

Sponsored by Land Rover



choice she vehemently insists she's never regretted.

As a Malagasy woman without the same level of qualifications as her British, male incumbent, it was a daunting prospect. But aware the organisation might otherwise collapse she rose to the challenge.

To date, her achievements have been impressive: a study on bushmeat hunting is being used to lobby a change in law; seven protected wildlife areas have been established across the country; an education programme is shaping a future generation of conservationists; and a pioneering project hopes to guarantee protection of the Granddier's baobab tree by establishing a fair-trade market for the fruit.

All of this has been largely possible due to Julie's admirable relationship with communities. So, what's the secret formula to her success? The trick, she says, is simple: stop and listen.

"There has always been a perception that local communities are the cause of degradation and that educated people who've been to university have the right ideas on how to protect nature," she explains.

"But that's changing. I feel like if we'd left it a few more years then it would have been impossible to change. But now we still have time."



Communities are listening to us, and we are listening to communities as well.

### Main image

Julie Razafimanahaka

Credit: Madagasikara Voakajy

### Bottom

Indri

Credit: Stephen Price



## Celebrating conservation success

Continued

# Dr Caleb Ofori-Boateng

Ghana

**Extinction is a topic that's plagued Caleb since childhood.**

Losing his father when he was only seven left a deep impression which would shape his vision of the world.

"He was very dear to me and very close to me," recalls 39-year-old Caleb, describing the man who was a ranger and assistant warden in Ghana's Mole National Park. "I always thought he would show up again someday. But he never did. Instinctively, it made me very concerned about things that cannot be reversed."

When his studies led him to discover West Africa's amphibian species were hurtling towards mass extinction, due to habitat loss and agrochemicals, Caleb knew action was needed.

"Just the thought that they could be wiped out from the face of the planet, never to be seen again, troubled me. My first reaction was why are we not hearing about this?"

The reason was misguided beliefs and taboos. Frogs are feared in Ghanaian culture: they supply snakes with venom, cause infertility, and can even instigate a sex change if they hop on your arm.

Caleb quickly realised these ideas were nonsense.

"The reason to do something impactful, to do something pioneering was stronger than these beliefs. Moreover, I had not seen anybody become a girl by touching the frog!" he laughs.

Setting up Herp-Ghana, however, was far from straightforward. It was hard to secure funding for a West African project, let alone for a species lacking the charisma of Africa's Big Five. At first, he worked

## Tusk Award for Conservation in Africa Finalist



mainly with his wife, but soon needed to pay salaries.

Juggling several full-time jobs, he funded the project himself. During low points, he recalls going out with only packets of garri (a type of cassava flour) mixed with sugar.

"I'd chew on it to fill my stomach," he says, admitting he still suffers from ongoing stomach ulcers.

Regardless of the hardships, he insists his passion for conservation carries him through.

As Ghana's first herpetologist, his work is truly pioneering. Already, he has helped establish the first protected area for endangered amphibians, a 60km<sup>2</sup> reserve in eastern Ghana's Togo-Volta Hills. Even more impressively, part of the land was donated by the community – the result of an innovative 'conservation evangelism' initiative.

"We realised that when people go to a church or mosque they want to change," explains Caleb, who gives regular talks at religious centres.

Additionally, he's helped to fund a canopy walkway in the scenic region as part of an ambitious eco-tourism project.

Fuelled by ideas and enthusiasm, his conviction never wanes no matter how tired and exhausted he might be.



**If I'm convinced about something and I believe that it can be done, it will be done. Somehow it will happen**

**Main image**  
Dr Caleb Ofori-Boateng  
Credit: Herp Ghana

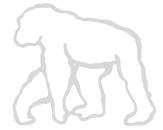
**Bottom**  
The Togo Slippy Frog  
Credit: IBST Media



# Rachel Ikemeh

Nigeria

## Tusk Award for Conservation in Africa Finalist



**Militants, terrorists, illegal loggers: the dangers lurking inside Nigeria's forests are endless. But the threats have never been enough to deter Rachel Ikemeh from her work.**

"I've had several near-death experiences," admits the founder and director of Nigerian NGO the SW/Niger Delta Forest Project. "But that's never really shaken me. There is a bigger thing that I'm more frightened about which is losing biodiversity, losing the forest, the animals. I'm more frightened about that than I am about losing my life."

Growing up in the southern Delta region of Nigeria, Rachel admits she was clueless about conservation.

With no formal background in science or biology, a career in conservation was accidental. After graduating from university with a Public Administration degree, she ended up with an internship at the Wildlife Conservation Society. It opened her eyes to the beauty and fragility of her country and ignited a concern that had always been flickering deep down.

"As a child, I would watch trucks carrying logs. I was curious about where they were going," she says. "Suddenly I was understanding what was happening. Everything was falling into place."

Young and optimistic, she was determined to find a solution – even if the path ahead wasn't easy. Although she hates to admit it, being a woman in a male dominated profession posed obstacles. Her family were also concerned about the dangers of her work. Her mum even offered to match her salary if she agreed to come home.

But aware bigger issues were at stake, she refused to be distracted from her cause.

"I had to train myself not to allow all of this negativity and condescending statements to get into me," she says, exemplifying the passion and tenacity that have largely driven her success.

Describing herself as a person "who wants to get everything done yesterday", she's become an unstoppable force in West African conservation.

Responsible for the country's first scientific lion study, she's also been instrumental in creating two conservation areas in the Niger Delta and the southwest, providing vital protection for species such as the highly endangered Niger Delta red colobus monkey and the Nigerian-Cameroon chimpanzee.

Above all, she's striving to change people's attitudes towards the forest by using every communication tool available, aimed at every age group. "We can't leave any stone unturned," she says.



At times it's been an uphill struggle. She recalls a protest staged by young boys demanding she leave their forest and speaks with sadness about her own personal sacrifices, admitting her young daughter "didn't really know me as a mum" in the early days.

Her end goal, though, has always kept her going.

"In the last 10 years, there's been more destruction in Nigeria than in previous years combined," she laments.

"So we can't stop, we can't take a break because we're at this place where we either do what we are doing or lose the forest and the wildlife forever."



I was the average Nigerian – disconnected from anything to do with wildlife

### Main image

Rachel Ikemeh  
Credit: SW/Niger Delta Forest Project

### Above

Rachel Ikemeh at a SW/Niger Delta Forest Project field site  
Credit: IBST Media



# Celebrating conservation success

Continued





**Main images**

Assorted images from the Tusk Conservation Awards, featuring 2021 finalists, HRH The Duke of Cambridge and Tusk ambassador Kate Silverton  
 Credit: Chris Jackson & Aurelien Langlais



**Ninety One**

# Change makes us determined

As founding partner of the Tusk Conservation Awards, Ninety One is proud to celebrate 10 years of recognising the people who defend Africa's wildlife.

Investing for a world of change

Ninety One is authorised and regulated by the Financial Conduct Authority. Investments involve risk; losses may be made.

There were many highlights to our work in 2021.

# Tusk events



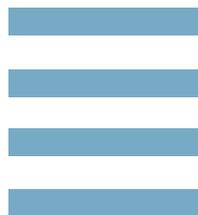
The amazing energy and enthusiasm of our donors was unwavering in 2021. Our work would not be possible without the funds raised by the dedicated Tusk donors who took part in, or supported, Tusk's events and appeals. With an exciting roster of events set for 2022, there are lots of ways you can support wildlife conservation in the coming year.

## The Big Give Christmas Challenge

In December, Tusk took part in the UK's biggest digital matched fundraising campaign, the Big Give Christmas Challenge. The appeal aimed to support wildlife rangers and anti-poaching programmes in Zambia, keeping anti-poaching patrols active for Conservation Lower Zambezi and Conservation South Luangwa. Thanks to your support, the appeal raised an incredible **£54,592!**

## Tusk Conservation Awards

The 2021 Tusk Conservation Awards returned as an in-person event for the first time since the pandemic began. It is always our honour to be able to shine a light on the working of leaders in African conservation. 2022 marks the 10th anniversary of the Awards and will take place at the magnificent Hampton Court Palace. **Visit the website regularly for the latest updates.**



## GenerationTusk Comedy Night

The GenerationTusk committee organised another hilarious evening in October, generously hosted by Ivo Graham and friends, including Darren Harriott & Rhys James. There were laughs from start to end, with a successful raffle to round up the night, raising almost £11k. Thanks to all who joined us.

**Follow GenerationTusk's Instagram for upcoming events - @generation\_tusk**

## Tusk Arctic Challenge 2022

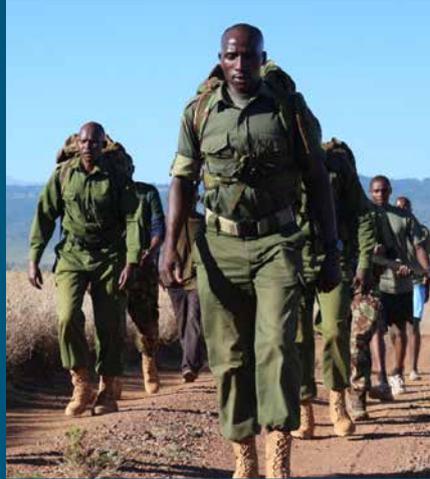
In January, 16 avid explorers Nordic skied through the Arctic and challenged themselves in the freezing temperatures to raise funds for Tusk. The team, mostly made up of Vodafone employees, and our very own CEO, Charlie Mayhew, raised **£100,000** for conservation efforts across Africa. Huge thanks to Charlie Perring/Drift Travel & Vodafone Foundation.

**Email [hannah@tusk.org](mailto:hannah@tusk.org) to enquire about next year.**

## Tusk Ball

We're looking forward to the upcoming Tusk Ball on Thursday 19th May 2022 at London's iconic Natural History Museum. Generously sponsored by ISPS Handa, guests will enjoy a champagne reception, dinner, live music from Jack Savoretti and our live and silent auctions, before dancing the night away. All funds raised through the evening will support conservation efforts across Africa.

- **Date: 19th May 2022**
- **Location: Natural History Museum, London**



## Hannah Shergold

We are excited to announce our newest ambassador, Hannah Shergold, who has generously pledged to raise £100K this year to support our conservation work. Her new collection, The Sovereign Collection, will preview at the Mall Galleries on 7th June with an exclusive private event. Two paintings will be auctioned with 100% of the proceeds donated to Tusk.

- **Date:** 7th June 2022
- **Location:** St. James's, London
- **Contact:** hannah@tusk.org

## Lewa Safari Marathon

Last year, we ran another successful Virtual Lewa Safari Marathon for the second year in a row. We had runners take part from all over the world, whose fundraising efforts contributed to distribution of **£301k** in grants to projects across Kenya. This June, we will finally be back in Kenya. Get in touch.

- **Date:** Saturday 25th June 2022
- **Location:** Lewa, Kenya/Virtual
- **Contact:** hannah@tusk.org

## Tusk Charity Clay Shoot

This ever-popular event attracts both corporate and private teams for a highly entertaining competition set in the glorious surroundings of the Berkshire countryside. Last year the event raised **£60,000**. We look forward to hosting another event this September.

- **Date:** Friday 23rd September 2022
- **Location:** Royal Berkshire Shooting School, Pangbourne, Berkshire
- **Contact:** anna@tusk.org

## Wildlife Ranger Challenge

Last year's Wildlife Ranger Challenge saw over 2,000 rangers come together to raise awareness of the challenges they face on the front line of wildlife conservation. They were joined by over 1,000 runners from around the world who laced up their shoes in solidarity with rangers to take on the challenge. The Wildlife Ranger Challenge will return in 2022.

- **Date:** Saturday 17th September
- **Contact:** sarah@tusk.org

## Rwenzori Mountain Challenge

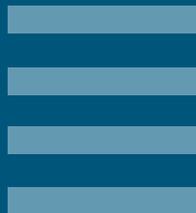
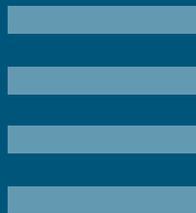
Tusk has teamed up with Different Travel Company to offer an exciting new challenge in Southwest Uganda. Our team of 30 explorers will take on an exclusive 4-day trek through Uganda's Rwenzori Mountains in support of our work, followed by a visit to the Queen Elizabeth National Park where they will have the chance to meet the team at Uganda Conservation Foundation. If this sounds right up your street, get in touch about future opportunities.

- **Date:** Saturday 1st October 2022
- **Location:** Uganda
- **Contact:** hannah@tusk.org

## London Marathon

Last year's marathon was the largest in history, with 100,000 runners around the world taking part in both a physical and virtual event. Team Tusk ran the streets of London & managed to raise **£31,000**. This year Tusk plans to create the biggest team to run the marathon in its history. Get in touch to join the herd!

- **Date:** Sunday 2nd October 2022
- **Location:** London
- **Contact:** hannah@tusk.org



# YOUR PLANET

**Proud to support Tusk.**

Employees across Vodafone are fundraising for Your Planet, Vodafone Foundation's campaign for charity partners including Tusk that use technology to protect the world we live, love and breathe.



Show your support: [www.justgiving.com/campaign/YourPlanet](http://www.justgiving.com/campaign/YourPlanet)

Vodafone Foundation is a UK registered charity 1193984 | [www.vodafonefoundation.org](http://www.vodafonefoundation.org)



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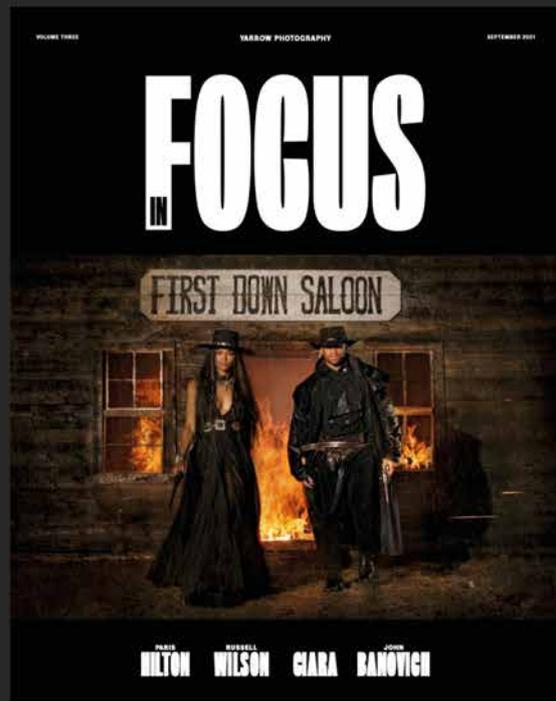
*[Justerinis.com/discover](http://Justerinis.com/discover)*

[drinkaware.co.uk](http://drinkaware.co.uk)

# WORLD-RENOWNED PHOTOGRAPHER DAVID YARROW'S IN FOCUS JOURNAL



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# HUMAN-KIND WE CAN DO THIS

Climate change and conservation are two big challenges. The Tusk conservation effort is a beautiful example of individuals and communities, the world over, going above and beyond. Coming together, when it really matters.

At Shelton Fleming, we believe in humankind. We are proud to be helping Tusk get the climate and conservation message across to the world.

Visit [www.sheltonfleming.com](http://www.sheltonfleming.com)

*Shelton Fleming*  
RE-IMAGINING SUSTAINABLE EVENTS

Together we can do even more to advance conservation in Africa.

# Tusk's patrons' circle - a closer connection

Tusk's Patrons' Circle brings together likeminded people who are passionate about wildlife conservation in Africa.

Over 140 members contributed over £400,000 last year - a significant proportion of Tusk's core funding to project partners across Africa. We are incredibly grateful for the support and dedication of this group and the flexibility that this funding provides.

We want to ensure that our donors see the impact of their generosity. Through online and in person events, we create a community of supporters that are more connected to Tusk, as well as the organisations we partner with.

*"The funding we get from Tusk allows us to be dynamic and very flexible in our approach compared to many other grants we receive. We are very grateful for the contribution of Tusk's Patrons' Circle to that".*

**Damian Bell, Honeyguide Tanzania**

*"I joined the Patrons' Circle to provide additional support and to hear more closely about Tusk's work. It has been a wonderful opportunity to hear updates from the field and to know the support is working and well-used. I am so grateful for Tusk's work. Thank you!"*

**Liza Connelly**

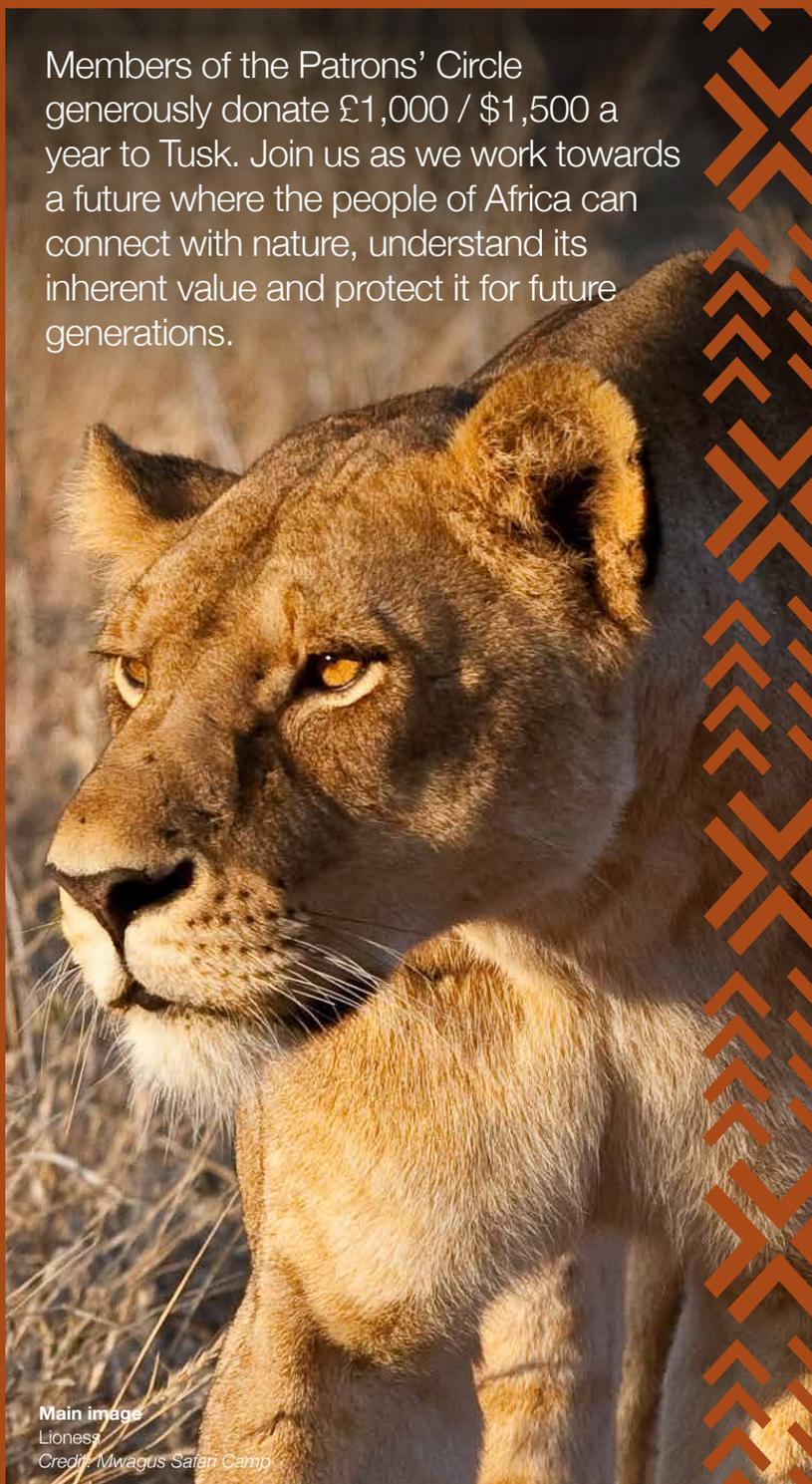
*"During the pandemic, news hit of the horrific rise in poaching in Africa, and I wanted to do something to help. An article in The Times led me to discover you could become a Patron of Tusk and I jumped at the chance. I have thoroughly enjoyed my association with Tusk since and even though I don't live in London, I still feel, through the newsletter and online events, part of the community. I'm visiting Kenya later this year and hope to see the work Tusk carries out in the country."*

**Vicki Spencer-Francis**

With your support Tusk can, and will, continue to have a positive impact across Africa.

**To find out more and to become a member, please contact Anna Hunt on [anna@tusk.org](mailto:anna@tusk.org)**

Members of the Patrons' Circle generously donate £1,000 / \$1,500 a year to Tusk. Join us as we work towards a future where the people of Africa can connect with nature, understand its inherent value and protect it for future generations.



A shared passion

# Raising funds for Tusk

The East African Safari Classic Rally is billed as the world's toughest classic rally. With origins dating back to 1953, it is a gruelling test of man and machine for more than 3,400 kilometers around Kenya, much of it unpaved, in pre-1986 cars.

Patrons' Circle members Mitch and Kim McCullough came all the way from America to enter the rally in their 1972 Porsche 911. "I'm fulfilling a lifelong dream".

Before embarking, the couple decided they wanted to give something back to Kenya by supporting conservation efforts. They shared their experiences on Facebook and requested donations to Tusk, matching the funds raised. The car featured Tusk livery to raise awareness of the organisation locally and internationally in the motorsports media. "Tusk supports successful local conservation efforts," said Kim McCullough. The Rally for Tusk campaign raised \$7,710 for conservation efforts across Kenya.

The route included every type of terrain imaginable. Special stages were timed to the minute, with the fastest cars receiving the lowest scores. The unpaved roads varied from rough and rocky to soft sand. Hazards awaited the overzealous, damaging suspensions and puncturing tires. On the transit sections, there were

“

I saw a documentary about it when I was a little boy and all my life I have dreamed of coming to Kenya to run the East African Safari Rally. It is the ultimate rally. It was everything I'd imagined and more."

**Mitch McCullough**

**Below**

1972 Porsche 911 taking on the East African Safari Classic Rally

*Credit: Actionographers*

penalties for arriving late or early into time controls, penalties for receiving assistance outside designated service areas, penalties for speeding through a speed zone.

The nine-day rally began in Naivasha with special stages over rough, rocky roads in Kerio Valley northwest of Nakuru. The second day of the rally covered 450 kilometers with special stages in the Aberdare Range where drivers drove as fast as they could. Day 3 took the cars north of Nanyuki through the Mukogodo Forest and Loldaika Mountains north of Mount Kenya. Day 4 was a 678-kilometer slog from Nanyuki to Amboseli on rough, unpaved roads west of Tsavo East National Park. On the fifth day the teams rested at Amboseli National Park, while the mechanics looked over and repaired the cars. Day 6 took the teams north and northeast of Amboseli, then headed east to the Sagala Hills area for Day 7. Day 8 was spent in the Sagala Hills. The last day took the teams across the Dika Plains ending in Watamu on the Indian Ocean.

Kenyan Baldev Chager won the rally in his Kabras Racing Porsche 911. Kenyans dominated the standings, taking three of the top five finishing positions.

The McCulloughs drove a steady, conservative pace and finished 23rd out of 48 cars. Just finishing the East African Safari Classic Rally is a huge accomplishment, and the McCulloughs said it was the most amazing automotive event ever.



While regular and ongoing donations are incredibly important to Tusk so that we can continue to achieve conservation success in Africa, it is not all you can do. We appreciate all the support on social media to help spread our message, participation in events and any sponsorship that is raised. Making changes in your own lives to take ethical decisions and make sustainable choices also helps to support our cause. We can all play our part and we are grateful to the entire Tusk community for its amazing support.

Remembering Tusk in your Will is one of the most powerful ways of having a lasting impact.

# Leave a gift to Tusk in your Will

No matter how large or small, gifts left in Wills are particularly special to us, as we know that such a gift comes from someone who cared enough about our work to help protect Africa's wildlife for generations to come.

They also allow us to plan ahead and do so much more, as unless otherwise specified, every gift we receive from a Will is invested in our endowment fund, to provide a regular and sustainable source of income for both the charity's operations and projects.

It is increasingly easy these days to make or change a Will and leave a gift to Tusk, with a number of options available.

**Contact us or visit [www.tusk.org/wills](http://www.tusk.org/wills) for more information.**

A gift of just 1% of your estate to Tusk will help us ensure that both people and wildlife can thrive across Africa for many years to come.

**Main image**

A pride of Mara lions overlooking a herd of elephant  
*Credit: Susannah Rouse*

**Below**

Kitui a hand-reared black rhino  
*Credit: Lewa Wildlife Conservancy*





We are extremely grateful to the following for their generous support of our work.

# Thank you

**We are incredibly grateful to all our supporters, too numerous to mention here, whose donations have been critically important in supporting our work through such challenging times. We would like to thank the following for their particularly generous contributions and gifts in kind, without which, much of what we have achieved over the past year would not have been possible.**

## Companies

3D Eye Ltd, Africa Exclusive, Alliance Bernstein, Alignment Partners at UBS Financial Services, Amaya Capital Partners, Animal Friends Insurance, Ardea Partners, Art Angels, Artsy, Ashton Gate Stadium, Atlanta Fulton County Zoo, Aujan Investments, Bear Grylls Ventures, BlackRock, Blackstone, Bonhams, Boodle Hatfield, Bowmark Capital, British Airways, Bryers LLP, Butterfly Effect, Capital.com, Capricorn Capital, Cheyenne Mountain Zoo, Cotswold Wildlife Park & Gardens, CPM Stourbridge Ltd, Currency.com Ltd, David Yarrow Photography, Dazzle Africa, Dennicci, Deutsche Bank, DHL Express (Europe), DP World, EarthX, Ecofix, Emma Bridgewater Ltd, Emso Asset Management Ltd, Exceptional Travel, Farrant Group, Fladgate LLP, Genesis Imaging, Golden Goose, Good Good Giving, Grant Macdonald, Graylish LLC, Harper Collins, Heart of London Business Alliance (HOLBA), Household Pictures Ltd, HSBC Private Bank, Huawei (Kenya) Ltd, IBID Capital, Inkerman, Jaguar Land Rover, Jones Family Office, Justerini & Brooks, KCB Group PLC, Kensington Palace, Kenya Breweries Ltd, Kenya Wildlife Service, Lewa Wildlife Conservancy, Lioden Ltd, Lion Electrical Wholesale Ltd, Lion Trust, Longleat Safari Park, Maia Films & Fortemus Films, Mantis Group, MasterPeace, Mfuwe Lodge, Milton Group, Mishcon de Reya LLP, Mondrian Investment Partners, Move London Marathon, Nelsons, New Zealand Parliament, Ninety One, North Shire, Orbis Investments, Orchard Global Asset Management, Painted Wolf Wines, Patrick Mavros, Pickfords, Prosource, Pula Ltd, Ravenscroft Service, Resilience Leadership Institute, Royal Berkshire Shooting School, Safaricom Ltd, Saffery Champness, Sainsbury's, Satis Wealth Management, Shelton Fleming, Smart Veterinary Clinic Ltd, Spun Gold TV, St James Quarter, Stonehage Fleming Investments Ltd, T Consult, Taylor Bennett, Tetra Pak, TGI Sports, Thyme, TLA Worldwide, TrackLifeLondon, Tribe Impact Capital, Turnstyle Ltd, Two Keys, Vodafone Group, Volcanoes Safaris, Waterbear Network, West Midland Safari & Leisure Park, Wolffer Estate, Young Spirits, Zoological Society of East Anglia.

## Charitable Trusts, Schools & Public

A & R Woolf Charitable Trust, Abraham Foundation, Addo Trust, African Community & Conservation Foundation (ACCF), Albert Van Den Bergh Charitable Trust, Asamaa Charitable Trust, Bearem Charitable Trust, Benevity Community Impact Fund, Blair Trust, Born to Fly Trust, Bradley and Katherine Wickens Foundation, Brampton Charitable Trust, Broad Cairn Foundation, Brown Foundation Inc., Bulldog Trust, CAF America, Cedar Hill Foundation, Charity of Stella Symons, Charles Hayward Foundation, Chestnut Trust, CHK Foundation, Clyfford Foundation, Corcoran Foundation, Douglas Heath Eves Charitable Trust, Durga Wildlife Fund, Edward Hoare Charitable Fund, EJF Philanthropies, Ernest Kleinwort Charitable Trust, Fischer Family Fund, Friends of African Wildlife, Game Rangers Association of Africa, Global Conservation, Golden Bottle Trust, Henry C. Hoare Charitable Trust, International Ranger Federation, International Rhino Fund, ISPS Handa, Ivan Carter Wildlife Conservation Alliance, Karma 4 Change Foundation, Kajatawa Foundation, Kevin Richardson Foundation, Knightsbridge School, Laurie & Gillian Marsh Charitable Trust, Leach Fourteenth Trust, Lever Trust, Lyon Family Charitable Trust, Marjorie Coote Animal Charity Trust, Mayhew Charitable Trust, Merriman Charitable



Tusk for Tu Baby & Toddler Range - Launching In Sainsbury's 27th May

\*subject to availability, selected stores only\*

Foundation, MJL Charitable Trust, National Philanthropic Trust, Natural State, New York Community Trust, Nick Maughan Foundation, Overbrook Foundation, PJO Foundation, Reed Foundation, Rhodes Charity, Ricochet Foundation, Scheinberg Relief Fund, Schwab Charitable Fund, Scott (Eredine) Charitable Trust, Send a Cow, Simon Gibson Charitable Trust, Thin Green Line Foundation, Toby and Regina Wyles Charitable Trust, Tucker Charitable Trust, Vodafone Foundation

## Individuals

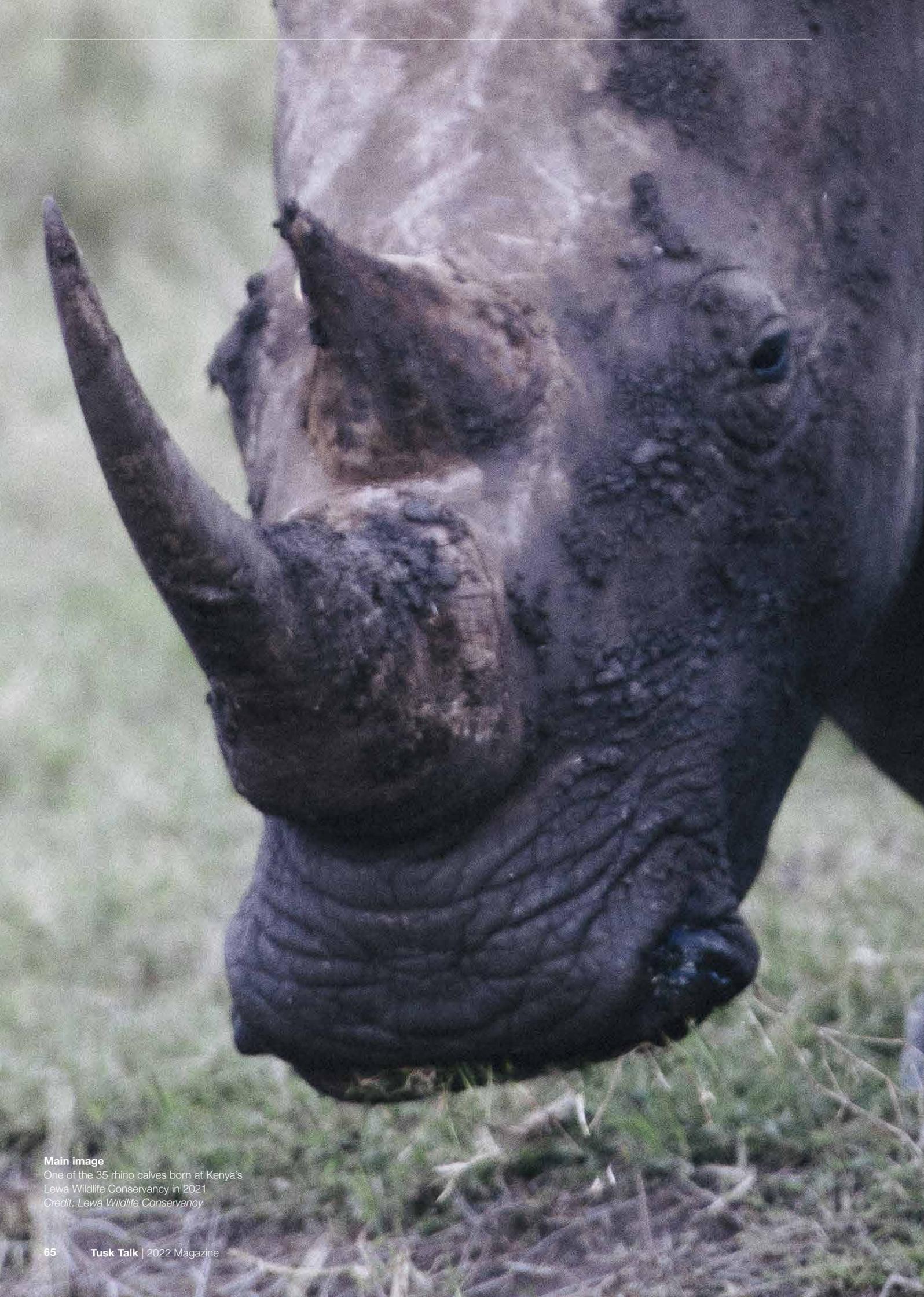
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We are extremely grateful and honoured to have received a number of gifts in Wills, which are particularly special to us and will support our work in Africa long into the future.



**Main image**  
Giraffe pair  
Credit: Nick Wilcox-Brown



**Main image**

One of the 35 rhino calves born at Kenya's  
Lewa Wildlife Conservancy in 2021  
*Credit: Lewa Wildlife Conservancy*



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