Our Mission:
Changing hearts, minds and laws to ensure Africa’s critical species endure forever.
Welcome to our Annual Report 2016
Message from WildlifeDirect
Kenya & USA Boards

Dear Friends,

I am proud to present WildlifeDirect’s 2016 Annual Report. This was an outstanding year, in which WildlifeDirect continued to make an impact disproportionate to its small size and modest budget. This was made possible thanks to the tireless efforts of the small team of dedicated professionals and volunteers, under the inspiring leadership of Paula Kahumbu. Our slogan of changing hearts, minds and laws has proven to be a golden formula for transforming conservation results in Kenya. Who would have guessed that this vision would give birth to not one but two national television series in Kenya? Or the conviction and jailing for 20 years of one of Africa’s most notorious ivory kingpins, Feisal Mohamed Ali? For all those who care about the future of wildlife, the work of WildlifeDirect sends a message of hope that our strategic actions are making a major difference. WildlifeDirect deserves both our heartfelt thanks and continued support.

Thank you!

Philip Murgor - Board Chair, WildlifeDirect Kenya.

Message from CEO

Dear Friends,

On 30 April the eyes of the world were on Kenya as President Uhuru Kenyatta set fire to the country’s entire stock of ivory and rhino horn. Just two months later, in July, ivory trafficking kingpin Feisal Mohamed Ali was convicted of illegal possession of ivory and sent to prison for 20 years.

WildlifeDirect played a significant role in bringing about both events, through our flagship campaign Hands Off Our Elephants, and our ground-breaking Eyes in the Courtroom project that both ensures transparency of the legal process and helps build the capacity of law enforcement agencies.

Kenya’s uncompromising approach to wildlife crime is working: poaching has dropped to the lowest level seen for decades. However the future of our wildlife remains uncertain and new threats are constantly emerging. In 2016 WildlifeDirect continued in the forefront of efforts raise public awareness of these threats, and to find innovative win–win solutions. A key aim is to create opportunities for Kenyans from all walks of life to fall in love with our country’s spectacular natural heritage, in order to overcome the disconnect between people and nature that lies at the root of the lack of public awareness of conservation issues. Our Education and Outreach Program has expanded activities in schools, with an emphasis on bringing children from all walks of life, especially from poor communities, into the national parks and involving them in real scientific work.

At the community level, the Imbirikani Women’s Project promotes sustainable livelihoods among women living with elephants in Amboseli. The women have set up a trading company to sell locally-made products, as well as becoming actively involved in environmental initiatives in the area. We are now expanding the project and look forward to building on its initial success in the coming year.

The TV series NTV Wild and NTV Wild Talk, launched in January in partnership with the Nation media group and Kenya Wildlife Service, scale-up our impact by bringing wildlife into millions of Kenyan homes every week. These represent not only the first regular wildlife programming that Kenya has ever had on public television, but also the first Kenyan-made wildlife documentary series. The success and impact of WildlifeDirect in conservation in Kenya is testimony to the dedication of the Board, staff, interns and volunteers. We are grateful to the confidence shown by our donors, and moved by the amount of in-kind support that we get from Kenyans from all walks of life, from international supporters and volunteers, and from our valued corporate partners.

We are proud of the exceptional results that we have delivered on the ground, for both wildlife and people. If what we are doing and achieving touches and moves you, then please consider joining our efforts to save Africa’s spectacular wildlife.
WildlifeDirect (previously the Africa Conservation Fund) was founded in 2004 by the prominent Kenyan conservationist and paleoanthropologist, Dr. Richard Leakey, and former World Bank Representative to Kenya, Harold Wackman. WildlifeDirect was initially conceived as an online platform to provide a voice to African conservationists to protect wildlife as an important global heritage. By publishing their blogs, the aim was to raise awareness and funds for individuals and organizations on the frontlines in otherwise ignored conservation areas.

In 2013, in response to the poaching crisis affecting the elephant population, WildlifeDirect redirected its focus to elephant protection. The following year, WildlifeDirect launched its flagship campaign, Hands Off Our Elephants, under the patronage of the First Lady of Kenya, Her Excellency Margaret Kenyatta. For the first time in history, a First Lady of Africa adopted a conservation campaign.

WildlifeDirect pioneering research and monitoring program Eyes in the Courtroom has made a key contribution to efforts to strengthen wildlife law and to improve prosecutions, courtroom procedures and sentencing in wildlife crime cases brought before Kenyan courts. This year notorious ivory trafficker, Feisal Mohamed Ali was found guilty of illegal possession of ivory by the court in Mombasa and sentenced to 20 years in jail.

In response to proposals to route a Standard Gauge Railway (SGR) through Nairobi National Park, WildlifeDirect convenes an Open Space Event bringing together 174 key stakeholders for a dialogue on balancing conservation and development.

WildlifeDirect works with Maasai women in a community where women traditionally play subordinate roles. Over the past year, the status of the women in the Imbirikani region has increased. They have expanded their business activities, become more involved in governance at the local level, and emerged as vocal advocates for elephant conservation. They formed the Oltome Nadupo Women’s Company to develop livelihood strategies that are compatible with the sustainable use of natural resources and help reduce human-wildlife conflict.

The Education and Outreach program educates and empowers children by bringing them to Kenya’s national parks and reserves and helping to create a generation of Wildlife Warriors in their own communities, addressing conservation and human-wildlife conflict issues.

We also launched NTV Wild program in partnership with the Kenya Wildlife Service and NTV Kenya. The television program has two components, the NTV Wild Documentary series that airs award winning conservation films to Kenyans and NTV Wild Talk Show which provides a platform to discuss both soft and hard hitting matters on conservation.
WildlifeDirect’s 2016 Annual Report

OVERVIEW

Program Highlights

Legal

Since 2013, the pioneering work of the WildlifeDirect Legal Program through the Eyes in the Courtroom Project has made a key contribution towards improving accountability and integrity in the legal process by tracking wildlife crime cases from arrest to conviction.

The bottom line: Our courtroom monitoring makes it more difficult for criminals to evade justice in the courts. We remain the only organisation in Kenya doing this important work, which enables the Government to evaluate the impact of legal reforms and training, and track progress towards the goal of ensuring that all perpetrators of wildlife crime are apprehended, prosecuted, convicted and appropriately punished. In 2016, the work of the Legal Program was generously funded by Save The Elephants, the Whitley Segré Conservation Fund, and the Straus Family Foundation.

In 2016, our team of qualified legal associates and interns, led by Legal Affairs Manager Jim Karani, visited 46 court stations, where they observed the conduct of wildlife trials and collected data from court records on 700 wildlife crime cases. The work was carried out in association with the Judiciary Training Institute (JTI) and with support from team of specialist attorneys who are contracted by WildlifeDirect to coordinate courtroom monitoring on a case-by-case basis.

In May, WildlifeDirect published the Second Courtroom Monitoring Report, detailing the process and outcomes of wildlife crime trials at 102 courts across Kenya during 2014–2015. The report concluded that both the process and outcomes of wildlife trials had improved, but found that delays and corruption continued to threaten justice for wildlife.

In October, training workshops for prosecutors handling wildlife crime cases focused on trial advocacy, emerging trends and best practices in wildlife crime prosecution. The events were organised in partnership with Lawyers Without Borders, Space For Giants and the Office of the Director of Public Prosecutions (ODPP), and attended by a total of 90 prosecutors from the ODPP, the National Police Service and KWS.

This vital capacity building work provides support for the creation of an effective prosecution service and an independent Judiciary, twin pillars of a strategy that is helping to strengthen all aspects of the legal process in response to wildlife crime.

WildlifeDirect’s 2016 Annual Report

Program Highlights

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Securing the conviction of ivory traffickers

On 20 July 2016, a Mombasa law court convicted wildlife crime kingpin Feisal Mohamed Ali of illegal trafficking in 2,152 kilograms of ivory and sentenced him to 20 years in jail and a fine of USD 200,000. Since the start of the trial in December 2014, WildlifeDirect had held watching brief, working with prosecutors on behalf of conservation organizations. Our vigilance throughout the entire trial played a key role in derailing attempts by ivory criminal Feisal Mohamed Ali and his team of lawyers to pervert the course of justice.

The landmark ruling is the greatest victory for wildlife justice in Kenya so far and sends a powerful message to elephant poachers and ivory traffickers: Kenya is determined to crush wildlife traffickers and poaching gangs.

In 2016, WildlifeDirect also held watching brief in a number of other major ivory trafficking cases. These include the case of Abdulrahman Sheikh and 5 co-defendants who are accused of exporting 511 pieces of ivory (5 tons), to Singapore and Thailand. Like the Feisal Mohamed Ali case, the outcome of this case will have far-reaching ramifications.

WildlifeDirect Board Chair, Philip Murgor hands over the courtroom monitoring report to KWS Director General, Kitili Mbathi during the launch

Building capacity for wildlife law enforcement officers

In 2016, we continued publicising wildlife law among stakeholders and members of general public through mass distribution of our ‘Guide to the Wildlife Conservation and Management Act, 2013,’ and started work on translating the Guide into Kiswahili.

Complementing this outreach work, in 2016 we launched a major new training program for law enforcement personnel. In July and August, in association with the JTI, WildlifeDirect held training workshops for members of the judiciary on emerging jurisprudence and trends in wildlife crime that were attended by more than 400 magistrates and judges from across the country.

In October, training workshops for prosecutors handling wildlife crime cases focused on trial advocacy, emerging trends and best practices in wildlife crime prosecution. The events were organised in partnership with Lawyers Without Borders, Space For Giants and the Office of the Director of Public Prosecutions (ODPP), and attended by a total of 90 prosecutors from the ODPP, the National Police Service and KWS.

This vital capacity building work provides support for the creation of an effective prosecution service and an independent Judiciary, twin pillars of a strategy that is helping to strengthen all aspects of the legal process in response to wildlife crime.


Through funding from African Fund for Endangered Wildlife (AFEW), WildlifeDirect was able to contract a translator to translate the Guidebook Wildlife Act o be launched in 2017. This Guidebook is the Kenya’s first attempt to explaining and defining the rights, duties, obligations and offences embodied under the Wildlife Conservation and Management Act, 2013 in Kiswahili.

The English version of the Guidebook was published in 2015 with funding from Whitley Fund for Nature, African Wildlife Foundation and Nature Kenya. The Guidebook has been a key reference book used in capacity building workshops, awareness and outreach initiative with over 19,000 distributed to various stakeholders and the Kenyan public.

Further engagement with stakeholders informed the decision to translate the guidebook from English to Swahili to ensure that content penetrates to those that cannot read and understand English. With additional funds from African Fund for Endangered Wildlife (AFEW), WildlifeDirect was able to contract a translator to translate the book to be launched in 2017.

On 30 April 2016, Kenya’s President Uhuru Kenyatta set aflame 105 tons of ivory and 1.5 tons of rhino horn – the world’s largest ever destruction of ivory.
The Kids Twiga Tally

In March 70 children, from 10 to 13 years old, participated in the giraffe (Twiga) count held in Laikipia County, together with scientists from Princeton and Columbia Universities (USA) and researchers developing Image Based Ecological Identification System (IBEIS). WildlifeDirect organized the event, in partnership with Mpala Research Center and the Laikipia Wildlife Forum.

For the children, this was more than just an opportunity to engage with scientists, meet children from other schools and experience the beautiful landscapes and abundant wildlife of Laikipia. They were also taking part in cutting-edge scientific research. At the end of the day they said they wanted to be scientists too! Read Paula’s article about the Kid’s Twiga Tally here.

Local school children meet the Amboseli elephants

On the eve of the historic Ivory Burn at the end of April, WildlifeDirect partnered with Big Life Foundation to organize an educational tour for 55 students from Imbirikani to Amboseli National Park. The event was made possible by a generous donation from John and Kay Jutta.

Although the students live close to the Park, this was the first time that many of them had been inside it. In their communities elephants and wildlife are seen as a nuisance, or even a danger. Most of students had experience of human-wildlife conflict; some had seen their families’ crops destroyed or even knew people who had been killed during encounters with elephants.

During the trip, they met KWS rangers and scientists working in the Park and were able to appreciate the wonder of Amboseli’s elephants and other wildlife in their natural habitat. At the end, the students pledged their support to elephant conservation and shared ideas about what they could do to help.

Global conversation about the Ivory Burn

In the run-up to the ivory burn at the end of April, WildlifeDirect partnered with the US Embassy in Nairobi, KWS, Amboseli Trust for Elephants, the African Wildlife Foundation (AWF), and Save the Elephants to organize an online global media event dubbed “Light a Fire”.

The live event, which took place at the headquarters of the AWF in Nairobi, was addressed by distinguished speakers including US Ambassador Robert Godec, KWS Director General Mr. Kitili Mbathi, Principal Secretary of Ministry for Environment and Natural Resources Dr. Margaret Mwakima, and leading conservationists including Dr. Helen Gichohi and Dr. Paula Kahumbu.

The audience there was joined by millions of people around the world who took part in a global online conversation to raise awareness about the crisis facing elephants and rhinos. Over 130 million people around the world were reached on Twitter alone during this pioneering social media event.

Kids Safari to Samburu

To celebrate World Lion Day on August 10 and World Elephant Day on August 12 WildlifeDirect organized a 3-day camping expedition to Samburu National Reserve for 100 school children, aged 9 to 14, from slum areas of Nairobi and nearby rural areas in Laikipia and Samburu.

The event was organized in partnership with Samburu National Reserve and Mpala Research Center. We thank The Perfect World Foundation, the Embassy of the United States, Bruce Ludwig Family Foundation, African Royal Foundation, Chatterjee Family, Born Free Foundation, Save the Elephants, Bob Morgan Security, Atua Enkop Africa Luxury Camps and the many other supporters whose generous donations in cash and kind made the event possible.

Action in Schools

A team of staff, interns and volunteers WildlifeDirect put on an ambitious three-day program of discovery, play and learning. The children experienced a real safari, in a 4-wheeled-drive vehicle. They camped for the first time in their lives. They met wild animals in the wilderness of Samburu, and talked to rangers and scientists involved in wildlife conservation.

WildlifeDirect team with students from Anointed Primary School in Mukuru Kwa Njenga slums
To celebrate World Rhino Day on September 22, our team visited Anointed Academy in the Mukuru Kwa Njenga slum in Nairobi. Over 60 children from classes 6 and 7 watched the film ‘Rhinos on the Brink’ (courtesy of Africa Environmental Film Foundation) and took part in an interactive Q&A session afterwards. The prize for the winners was a visit to Nairobi National Park! See the photo album of the visit to Anointed Academy here.

In November, a team from National Geographic on a visit to Kenya, led by President Gary Knell, joined WildlifeDirect at Brookhouse School to screen the documentary ‘Mind of a Giant’ to more than 300 children from Kibera, Dandora, Mukuru Kayaba, Mukuru Kwa Njenga, Nairobi Academy and Brookhouse School. The children were thrilled to visit Brookhouse School and fascinated by the film, which showcases new research on what it is like to be a modern elephant surviving in a world of poachers and other dangers.

Action on the streets

On 15 October, WildlifeDirect together with KWS and Stand Up Shout Out organized the Global March for Elephants, Rhinos and Lions in Nairobi. The Cabinet Secretary for Environment and Natural Resources Judi Wakhungu flagged off the march, which brought together more than 1,500 people from all walks of life to demonstrate their support for elephants and other endangered animals.
Community Program

Growing the business

WildlifeDirect is helping communities in Amboseli to develop sustainable livelihoods so that people can live in harmony with elephants and wildlife. Our project Empowering women groups living with Amboseli elephants: Turning Challenges into Opportunities, was initiated by the Office of the First Lady, the H.E. Margaret Kenyatta, and is funded by the UNDP.

Launched in July 2015, the project works with three women’s groups on the Imbirikani group ranch. Following discussions in the wider community and period of intensive training in entrepreneurial skills, the women developed a product that uses traditional Maasai bead work on clothing destined for national and international retail fashion outlets.

To realise their vision, the women set up the Oltome Nadupo Women’s Company (the name means ‘successful elephant’ in the Maasai language). The company as formally registered as a business. Clothes designer Ann McCreath, who runs the successful Kiko Romeo ethical fashion outlet, was engaged as a consultant to provide training, advice on quality control and expert support for the development of the business.

The project has significantly contributed to women’s empowerment. As their confidence has grown, so has their status in the community and among key local stakeholders. They are now actively engaged in conservation initiatives to address the growing challenge of human–wildlife conflict.

View video about the project here.

Conservation in the community

In August 40 women attended a training course on the role of communities in wildlife conservation. They set up a campaign called Oltome Women and Conservation to sensitize community members on wildlife law and conducted two outreach events reaching 117 people in Imbirikani.

On 22–23 May, three women from the Company participated as exhibitors in the trade fair held at the prestigious Norfolk Hotel in Nairobi. The stall and the jackets aroused great interest among visitors to the trade fair and US $230 was raised through sale of products.

On 23 November, three women from the Company met Kenyan President Uhuru Kenyatta at a UN event in Nairobi. The President showed great interest in Oltome Nadupo products and even asked the women if they could make him a jacket! The women requested that women should be considered for jobs as rangers and to declare all big tuskers a national treasure.

By the end of the year, the Company had established key partnerships with retailers in the tourism and fashion sectors and was recognised as a dynamic emerging player in the local economy. Beaded denim jackets and other Company products were on sale in retail outlets in Kenya, including lodges, hotels and fashion stores, as well as in Kiko Romeo’s London store.

In September several women were invited to witness the fitting of a radio collar to the great tusker, Tim, in Amboseli National Park. The event, funded by WildlifeDirect, was conducted by the KWS in collaboration with Save the Elephants and Big Life Foundation. The principal aim was to prevent human–wildlife conflict by providing advance warning of when Tim is close to human settlements, so that he can be warned off by rangers before any trouble occurs. This was the first time the women had touched an elephant and it made a great impression on them.
In December, three women from the company participated in a 5-day workshop organised by WildlifeDirect in collaboration with Gearbox, a technology innovation company. This innovative event brought together 40 key local stakeholders with the aim of developing innovative technical and social solutions to the problem of human-wildlife conflict using a human-centered approach. Priority areas for action were identified and several prototypes of innovative products to keep elephants away from crops were developed.

The UNDP project came to an end in December 2016. However, work with the Oltome Nadupo Women’s Company will continue in 2017 through a new project funded by the US-based non-profit Wild Lives Foundation and will run for two years from January 2017. The project builds on the initial success of the bead work business in Imbirikani by strengthening links to international fashion outlets and provides support for continuing efforts to address human-wildlife conflict in the area.

WildlifeDirect Legal Interns Catherin Kahiu (left) and Khadija Thani (right) with one of the Oltome women at one of the outreach events
In January 2016, in partnership with broadcaster NTV Kenya and Kenya Wildlife Service, WildlifeDirect launched NTV Wild, a groundbreaking series of wildlife programs on Kenyan television that is transforming public attitudes toward wildlife conservation. We are indebted to the U.S. Department of the Interior and USAID for their support.

WildlifeDirect, who help with social media, engaging partners, taking the films to classrooms and fund-raising to support the costs.

Programs consist of locally made short film reports and field-based discussions about wildlife conservation challenges and their solutions. The show addresses wide range of emerging conservation issues including wildlife crime, human-wildlife conflict, renewable energy and climate change. Expert panelists have included diplomats, government ministers, national park managers, scientists, expert professionals such as economists and lawyers, civil society leaders, and grassroots activists.

Viewers participate by posting comments online and taking part in quizzes and competitions, with prizes provided by leading hotels and tourism companies.

In November NTV Wild received a major boost from the National Geographic Society President and CEO Gary Knell and the NTV Wild crew.

Impact and recognition

NTV Wild and NTV Wild Talk are among Kenya’s most anticipated weekly TV programs. The programs regularly feature at the top of the ratings for the prime time Tuesday and Saturday night TV slots and thousands of comments and discussions are generated on Twitter and other social media platforms. A survey commissioned from Ipsos found that overall, 20% of allKenyans said they had seen NTV Wild hosted by Smriti Vidyarthi, and this number rose to 44% for Nairobi County.

During 2016, the success of the show received two prestigious awards. In September NTV Wild Talk was awarded second place in the category “best use of online video” at the Africa Digital Media Awards ceremony in South Africa. In October NTV Wild won a special award at Eco Tourism Kenya’s “Eco Warrior Awards” gala for contributing to the transformation of public attitudes towards wildlife conservation in Kenya.

Showcasing conservation champions

Women have played a leading role in the production of NTV Wild Talk, to an extent unusual in an industry that, in Kenya, is still dominated by men. The NTV Wild Talk production team includes producer Paula Kahumbu, host Smriti Vidyarthi, and camerawoman Jane Gatwiri. Phyllis Nyakèba and Gladys Kosgei are senior KWS representatives and, at WildlifeDirect, Joy Omukuli and Trish Sewe are in charge of logistics and communications.

Guests of the show have included renowned conservation heroes like Cynthia Moss, Winnie Kirui and Patrick Omendi, as well as senior government figures including Sally Jewell, US Secretary of the Interior under the Obama administration, Hon Professor Judi Wakhungu, Kenya’s Cabinet Secretary (CS) for Environment and Natural Resources and Hon Najib Balala, CS for Tourism.

The shows also showcase the contribution of young people to wildlife conservation. Children, most notably 11-year-old Luca Berardi, have stolen audiences’ hearts.

Thank you to our tourism partners

WildlifeDirect uses the press and social media to reach decision makers and the general public in Kenya, and supporters across the world. Our aim is to raise awareness, not only about threats to wildlife, but also about success stories and to highlight the achievements of Africa’s conservation heroes.

We are convinced that wildlife in Africa will never be safe as long as it remains a niche concern of conservationists and environmental organisations. We therefore work towards building a national alliance for wildlife, by forging links with state agencies, private sector corporations, local communities, schools and universities, and other NGOs.

Through our campaigns, we help channel the energy of friends of wildlife from all sectors of society to make impact on the ground, where it matters, in terms of improved policies, changing patterns of behaviour and saving wildlife.

Communication and Campaigns

Spreading the word

In 2016, Paula Kahumbu continued to write her influential blog ‘Africa Wild’ published by The Guardian, and was a regular contributor to The Star, The Nation and other Kenyan newspapers. Her blog article on ‘Why it makes sense to burn ivory stockpiles’ was widely syndicated in the run-up to the ivory burn in April. Read Paula’s article on the ivory burn here.

Online, WildlifeDirect keeps in contact with its community of supporters through communicates with its supporters through its Facebook page, and through social media sites linked to our different activity areas, including our flagship campaign, Hands Off Our Elephants.

Alliances for wildlife

Launched in 2013 by our Patron, HE the First Lady of Kenya, Margaret Kenyatta, Hands Off Our Elephants has been hugely influential and continues to play a key role in raising awareness about the poaching crisis among all sections of society in Kenya. The campaign and its message have also been widely publicised internationally. Visit the Hands Off Our Elephants.

Facebook page here.

In 2016, news that poaching of elephants and rhinos in Kenya had fallen by 80% since the start of the campaign was a huge relief and showed that Kenya is winning the war against the poachers. This is good news, but elephants, lions and other wildlife are still in danger. WildlifeDirect remains in the forefront of innovative efforts to raise awareness of emerging threats and find solutions.

In October, our long-standing corporate partner, the Amarula Trust, launched its online campaign #NAMEThemSAVEThem. The campaign provides a fun way for people across the world to learn more about elephants, by creating and naming their own elephants. For every elephant named and shared by a unique user via social media, Amarula donates $1 to WildlifeDirect. Take part in the campaign here.

I Love Lions Campaign

WildlifeDirect partnered with National Geographic and Caffe Corsini to launch the ‘I Love Lions’ Campaign with a short movie about lions to raise funds and to support efforts of Kenyan innovators of wildlife like Richard Turere. Dr. Paula Kahumbu attended the launch that was held in Italy.

Saving Nairobi National Park

Towards the end of the year, WildlifeDirect threw its weight behind efforts to halt controversial plans by the Kenyan Government to route a new railway across East Africa’s oldest National Park, Nairobi National Park. On 27th October, we coordinated a major public stakeholder dialogue together with the Railways Corporation, and Kenya Wildlife Service (KWS) and other partners in an effort to find a win–win solution. The 176 participants in this Open Space Event represented a cross-section of stakeholders including industrialists, landowners, community, scientists, park managers, lawyers, conservationists, park users, tour operators, railway engineers and others.

Despite near unanimous agreement among participants in the meeting for an alternative route around the park, the project seems likely to go ahead. But our concerns have been heard and the unprecedented degree of stakeholder involvement achieved by the Open Space Event has set a valuable precedent that will help to protect other national parks threatened by ill-conceived developments. Download the report of the event here.

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### Financial Report

#### Revenues

Revenues increased by 17% from Kshs. 47,328,501 in 2015 to Kshs. 55,719,424 in 2016 while in country fundraising steadily increased from Kshs. 25,908,141 in 2015 to Kshs. 46,079,654 in 2016.

#### Expenses

In the year under review Kshs. 36,276,052 was spent on programmes compared to Kshs. 33,671,878 the previous year representing 80% of the total expenditure.

#### WILDLIFE DIRECT, STATEMENT OF FINANCIAL POSITION AS AT 31/12/2016

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<td>Property, plant and equipment</td>
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<td>Intangible Assets - computer software</td>
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<td>CURRENT ASSETS</td>
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<td>TOTAL ASSETS</td>
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#### WILDLIFEDIRECT KENYA, STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 31/12/2016

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<td>The Perfect World Foundation</td>
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<td>Save Tim</td>
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<td>TOTAL EQUITY AND LIABILITIES</td>
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<td>The Perfect World Foundation</td>
<td>749,264</td>
</tr>
<tr>
<td>Administrative expenses</td>
<td>9,244,709</td>
</tr>
<tr>
<td>Other expenses</td>
<td>-</td>
</tr>
<tr>
<td>TOTAL EQUITY AND LIABILITIES</td>
<td></td>
</tr>
</tbody>
</table>

#### Surplus for the year

<table>
<thead>
<tr>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surplus for the year</td>
<td>10,198,663</td>
</tr>
</tbody>
</table>
Our Board of Directors

John Heminway - Board Chair, WildlifeDirect International.

Philip Murgor - Board Chair, WildlifeDirect Kenya.

Jacqueline Russell - Board Member, WildlifeDirect International.

Scott Asen - Board Member, WildlifeDirect International.

Irungu Houghton - Board Member, WildlifeDirect Kenya.

Ali Daud Mohamed - Board Member, WildlifeDirect Kenya.

Patrick Walsh - Board Member, WildlifeDirect International.

Katherine Carpenter - Board Member, WildlifeDirect International.

Our Staff

Dr. Paula Kahumbu - CEO, WildlifeDirect Kenya.

Kristina Lederer - Executive Director, WildlifeDirect International.

Jim Karani - Legal Affairs Manager, WildlifeDirect Kenya.

Trish Sewe - Communications Manager, WildlifeDirect Kenya.


Robert Kaai - Community Project Officer, WildlifeDirect Kenya.

Leslie Olonyi - Legal Affairs Assistant, WildlifeDirect Kenya.

Vincent Ortita - Education & Outreach Assistant, WildlifeDirect Kenya.

Ken Gitau - Communications Assistant, WildlifeDirect Kenya.
## Interns, Associates and Volunteers

### Interns

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Judy Wangari</td>
<td>Legal Associate</td>
</tr>
<tr>
<td>Benson Maina</td>
<td>Legal Associate</td>
</tr>
<tr>
<td>Mary Muthoni</td>
<td>Legal Associate</td>
</tr>
<tr>
<td>Christopher Rosana</td>
<td>Legal Intern</td>
</tr>
<tr>
<td>Caroline Kahiu</td>
<td>Legal Intern</td>
</tr>
<tr>
<td>Catherine Kaudia</td>
<td>Legal Intern</td>
</tr>
<tr>
<td>Khadijah Hassanali</td>
<td>Legal Intern</td>
</tr>
<tr>
<td>David Mukabane</td>
<td>Community Intern</td>
</tr>
<tr>
<td>Irene Akinyi</td>
<td>Education Intern</td>
</tr>
</tbody>
</table>

### Volunteers

- Abraham Njenga
- Aisha Yusuf
- Alex Kisari
- Alex Mbayo
- Andrew Moindi
- Andrew Onyango
- Annabel Kawira
- Anthony Cyumba
- Ben Kasyoki
- Benson Kioko
- Betty Nduta
- Brenda Godia

### Specialist attorneys working as consultants on a case-by-case basis:

1. Clifford Tolo
2. Sharon Muthoni
3. Evans Kimathi
4. Marion Musgai
5. Wanjiku Kungu

- Francis Kago
- Geoffrey Oduor
- Gicho Kibe
- Hamdi Fathi
- Hani Mohamed
- Hannington Mwenda
- Haron Tanui
- Hazel Ali
- Iqra Osman
- James Karago
- Japheth Nyauncho
- Josphine Amoth
- Joel Pant
- John Wanyoike
- Joseph Mwangi
- Joy Millicent
- Joyce Ngarama
- Ken Gitau
- Khadijah Said
- Kibe Kimani
- Kiki Kiragu
- Kenyatta Wambua
- Lilly Misheto
- Loise Ngari
- Luqman Abdi
- Marion Jepchumba
- Masoud Abdala
- Mercy Cherono
- Mercy Sintoyla
- Micere Yvonne
- Miriam Njoroge
- Mutaru Kyanya
- Mwashi Anita
- Ngumbao Laura
- Nicholas Orina
- Njambi Maimingi
- Oryangi Maureen
- Pamela Wanyama
- Patrick Ng'otho
- Paula Karuki
- Purity Warera
- Risper Asenbo
- Ruth Giaro
- Samira Abdullahi
- Simon Nagalia
- Simon Njau
- Spirah Makena
- Stephen Kiringo
- Teri Oduor
- Victor Muthoka
- Victor Mwangi
- Vincent Ndegwa
- Violet Nnyambura
- Wanja Lillian
- Winnie Jebet
- Zoe Nyawira
How You Can Help

Make a donation
You can make a donation via Paypal, Cheque (in US Dollars or Kenyan Shillings) or M-PESA.

1. Paypal:
   - Go online to: wildlifedirect.org
   - From the Homepage, press the "Donate" button
   - From there you can follow the instructions for donating to PayPal (make sure that you input the dollar figure only, WITHOUT any spaces or special characters, such as commas or decimals)

2. Cheques:
   - Make cheques out to "WildlifeDirect, Inc." with a note in the comment section for its intended purpose ("open")
   - Send to: WildlifeDirect, Inc. 921 Pennsylvania Ave. SE Office #304 Washington, DC 20003

3. M-PESA Option:
   - Select 'Pay bill' from your M-PESA menu
   - Enter business number: 917856
   - Enter account number: 0
   - Enter amount
   - Enter your M-PESA PIN
   - Press Ok

Spread the word
Join our conversations and connect with us on your favorite social networks.

- On Facebook: WildlifeDirect & Hands Off Our Elephants pages
- On Youtube: HandsOffOurElephants
- On Twitter: @wildlifedirect @handsOffEles

Volunteer your time
Every year WildlifeDirect offers opportunities for people to volunteer. For more information, send an expression of interest to volunteers@wildlifedirect.org

Support an event or fundraising activity
You can also support any event that WildlifeDirect organizes or organize your own fundraising event to support any of our initiatives.
Thank You to all of our Donors

Organisations

- African Fund for Endangered Wildlife
- African Royal Foundation
- Amaranula
- Atua Enkop Africa Luxury Camps
- Bob Morgan Security
- Born Free Foundation
- Bruce Ludwig Family Foundation
- Brookhouse School
- Charles Engelhard Foundation
- Chatterjee family
- Flatdog Productions Ltd.
- Ford Foundation
- Frontenac Secondary School
- Haco Tiger Brands
- Lower Canada College
- Luke Family Foundation
- The Maue Kay Foundation
- The Perfect World Foundation
- Mpala Research Centre
- National Geographic Society
- Save the Elephants
- The Dalton Family Trust
- JW Seagon Co. Ltd.
- King City Public School
- Knox Family Foundation
- Koola Waters
- The Leila and Mickey Straus Family Charitable Trust
- The Marana Webber Tost Charitable Fund
- The Pilkington Family Fund
- U.S. Department of the Interior and the U.S. Agency for International Development
- U.S. Embassy in Kenya
- Wildlife Conservation Network’s Elephant Crisis Fund
- Whitley Segré Conservation Fund
- Zia Manji & Weetabix Ltd

Individuals

- Rachel Addis
- Norman Alberts
- Ann Ambrose
- Chris Baldry
- Charles Berthold III
- Floyd Bixler
- Pauline Bongers
- Simon Bowe
- Robert Boyar
- Candace Brad
- Teresa Bradford
- Carter Brandon
- Katherine Carpenter
- Gonzalo Chain
- Wendy Cimicata
- Hutchison Clementor
- Chris Da Cunha
- Ann Early
- Hugh Epsom
- Vanessa Favero
- Mark Feuer
- Brigitte Gilhaus
- Constance Harsh
- Kathryn Heinz
- John Heminway
- Stuart Herd
- Jerry Hill
- Carlota Holton
- Meghan Hughes
- Jacqueline Hunt
- David Impe
- Susan Kahumbu
- Robert Killheffer
- Keith Kirsch
- Agnes Kiss
- Emily Kumpel
- Sal and Carol G. Lalani
- Robin Leventhal
- Virginia Lindberg
- Lil Lontai
- Geoff Luck
- Lori McClellan
- Brian Mello
- Robert D. Menaker
- Elizabeth Nichols
- Susan E. O’Connor
- Ernest Ostro
- Elina Pjanic
- Richard Pride
- Ashley Proul McAvery
- Mary and John Purvis
- Carla Rebai
- Alissa Ruben
- Nicholas Sacelaris
- Joy Siegel
- Katherine Snowden
- Helen Thornton
- Julinda Verster
- Robert F. Vogt, Jr.
- Peter West
- Marilyn Wilmerding
- Henry A. Wilmerding, Jr.
- Gregory Wilson
- Siobhain Wilson

Photographers

- Paras Chandaria
- Mia Collis
- Usha Harish
- Paul Qiburia
- Michel Poliza
- Paolo Torchio

Motorsport Ambassadors

- Geoff Mayes
- Robert Nimkoff