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Message from the Board

Message from Kenya Board

It is our great pleasure to present to you the 2017 Annual Report. The year 2017 saw WildlifeDirect upscale its effort on protecting elephants, rhinos and lions in Kenya through varied efforts geared towards communities and the young generation in Kenya.

The conservation efforts by WildlifeDirect have contributed to an increase in public awareness about wildlife and a reduction in Wildlife crimes in Kenya through various campaigns carried out by a team of dedicated staff, interns, volunteers and supporters under the leadership of Dr. Paula Kahumbu.

Through the Eyes in the Courtroom project we continue to watch brief and monitor wildlife crime cases across the country and will release a report on an analysis of Kenya’s law enforcement response to wildlife in 2018. We also continue to effect change through our wildlife TV series, education and outreach and community programs that are aimed to reduce human wildlife conflict. As we continue to engage with stakeholders in the fight against poaching and related wildlife crime we can only hope to spark change and ignite action to protect wildlife in Kenya..

Message from US Board

I’m thrilled to lead the US Board in supporting and leveraging the work of WildlifeDirect. It’s still early days and 2017 has seen WildlifeDirect programs continue to reach people of different walks of lives through wildlife programs and inspiring them to fall in love with nature and igniting a passion to champion wildlife conservation.

In partnership with Amarula, we have been able to reach multitudes of people globally shining a light on the plight of elephants through the #DontLetThemDisappear campaign.

WildlifeDirect’s drive to create thriving communities also led us to start a feeding program in Amboseli targeting 750 children living along the elephant corridors. The program that is in its second year has had a huge impact on the lives of the children with high class attendance and improved health.

We use apply conservation through education approach to nurture and inspire children to become wildlife warriors. We seek to address huge challenges such as human wildlife conflict and will not relent in the effort to fight for wildlife in Kenya. With the leadership of Dr. Paula Kahumbu, the team at WildlifeDirect is creating a lasting change that will secure the future wildlife an build a generation of Wildlife Warriors.
WildlifeDirect is renowned for our highly successful campaign, Hands Off Our Elephants which mobilized public awareness and action leading to the spectacular decline in poaching of elephants and trafficking of ivory. The campaign strategically addressed law enforcement through citizen action and leadership supporting advocacy.

To create mass public awareness and interest in conservation, we have been running two of Kenya’s first wildlife television series NTV Wild Talk and NTV Wild in partnership with the Kenya Wildlife Service and the TV station NTV. For the first time, Kenyans saw Kenyan experts in the field doing wildlife conservation. Combined, the two series, which ran concurrently, generated 5 hours of programming per week and reached audiences of up to 5 million per week resulting in 40% of Kenyans seeing our show and transforming public attitudes and interest in wildlife and nature.

This year we also amplified our message beyond Kenya through a partnership with the Amarula Trust, through a campaign titled “Don’t Let Them Disappear” which was launched in Brazil, South Africa and New York.

WildlifeDirect seeks to save Africa’s unique wildlife heritage by connecting Africans to wildlife and nature, so that they value it and act to save it. We have touched many lives during the year from children and dozens of university students who attend our field courses in ecology, who join us on 3 - 6 month internships and the hundreds of volunteers and partners who participate in innovation workshops, open space meetings, film launches and events like the Global March for Elephants and Rhinos and the communities with whom we work on the ground in the Amboseli region.

We are particularly proud of the success of our project at the Enkijape Primary school which is in the elephant landscape of Amboseli where over 700 children have benefited from food, water and medical treatments for the entire year. This has had profound impact on the children, their families and their grades. We have also touched the lives of elephants like Tim who was collared thanks to WildlifeDirect and other partners and as a result has been safe for the entire year.
About Us
WildlifeDirect was founded in 2004 by the prominent Kenyan conservationist and paleoanthropologist, Dr. Richard Leakey, and former World Bank Representative to Kenya, Harold Wackman. It was initially conceived as an online platform to provide a voice to African conservationists to protect wildlife as an important global heritage. The organization holds a unique and special role in the conservation of Kenya’s wildlife thorough our legal and advocacy, community, outreach and education programs and wildlife TV series.

Mission
Connecting people to their wildlife and nature and inspiring them to value and act to conserve it.

Vision
Changing hearts minds and laws to ensure Africa’s critical species endures forever.

Values
- Integrity
- Transparency
- Accountability
- Commitment
- Honesty
- Fearless
- Innovation
Our Programs

**Legal**
- Monitoring wildlife crime cases
- Prosecutorial support and trainings
- iCourt App

**E & O**
- Wildlife Warriors program
- Kids and goats 4 Elephants

**Community**
- Enkijape school program

**WiLD Studios**
- TV series
- Books
Legal Program

Despite Kenya’s success in bringing the poaching of elephants and rhinos under control, ivory and other illegal wildlife products continue to flow through Kenya unhindered.

Through our Eyes in the Courtroom project, supported by Elephant Crisis Fund, Save the Elephants, Cedar Hill Foundation and the Whitley Segré Conservation Fund, we are working to understand why this is the case and what new solutions can be put in place.

Our legal team also continues to visit courts around Kenya to track progress of all wildlife crime related cases, spending long hours on the road to access remote areas in order to gain a comprehensive picture of what is going on in the courts.

Wildlife Crimes Case Digest Launched

The Wildlife Crimes Case Digest 2016 was launched in May 2017 in Nairobi. The Digest is a comprehensive collection of key legal decisions made on cases held in the year 2016. It was produced by United Nations Office on Drugs and Crime (UNODC) with funds from the Bureau of International Narcotics and Law Enforcement Affairs (INL).

This digest will assist prosecutors and judicial officers to identify the best practice in the prosecution of wildlife crime offences. These key decisions are case law precedents that could assist wildlife law enforcement officers handle wildlife crime cases.

Training Wildlife Legal Professionals

Wildlife crime continues to threaten Kenya’s rich wildlife resources and Kenya is one of the most complicit countries for the trafficking of ivory. In May, WildlifeDirect and the African Wildlife Foundation, organized a three-day training for 60 Prosecutors and Investigation Officers from the Tsavo Conservation Ecosystem and its environs.

The training themed “Strengthening Wildlife Law Enforcement through Proper Investigative Practices,” targeted law enforcement officers, wildlife management officers and prosecutors dealing with wildlife crimes in Kenya. The key outcome of the training was to strengthen the prosecutorial and investigative sectors in the fight against wildlife crime. Enhanced capacity in law enforcement sectors ensures effective investigations, prosecutions and sentences that can deter or discourage criminals from committing wildlife crimes.

The training delivered through focused presentations and practical exercise allowed participants to better understand efforts put in place to combat wildlife poaching and trafficking, anatomy of wildlife investigation, evidence management, judicial process and wildlife case management.

The training was done in collaboration with the Kenya Wildlife Service (KWS) and the Office of the Director of Public Prosecutions. Other organizations represented included Big Life Foundation, Space for Giants, Finance Reporting Centre, Department of Criminal Investigations, Kenya Revenue Authority (KRA) and Kenya Forestry Service (KFS).
Symposium on Illegal Wildlife Trafficking in Rwanda

Jim Karani, Legal Affairs Manager attended Rwanda’s first illegal wildlife trafficking symposium where he spoke about WildlifeDirect’s work in addressing wildlife crime. The symposium was hosted by the Rwanda Development Board (RDB) and the Rwanda Wildlife Conservation Association (RWCA).

The symposium was RDB’s official platform to benchmark on transformative ideas from the region to strengthening its response to wildlife crime and overcoming various wildlife crime challenges. Jim shared Kenya’s lessons in developing and enhancing wildlife crime evidence procedures and noted, “Evidence is everything in criminal cases and its integrity is the foundation on which law enforcement brings offenders to justice. Simply put, no evidence - no case.” WildlifeDirect will work in partnership with RDB to conduct a baseline survey on the status of wildlife crime in Rwanda.
WildlifeDirect says NO to Release of Evidence in Ivory Trafficking Case

WildlifeDirect’s Legal Program, led by Legal Affairs Manager Jim Karani, successfully challenged the release of two containers connected with a high-profile ivory case.

Ephantus Mbare faced charges of dealing in wildlife at the Magistrates Court at Mombasa after being arrested in connection to the seizure of 1,097 kilograms of elephant ivory at the Port of Mombasa. This ivory was stuffed in hollowed out timber and packed in two containers destined for the port of Sihanoukville, Cambodia.

Jim Karani watched the brief in this case and worked in cooperation with the prosecution team prevented a miscarriage of justice by blocking the outrageous move by an interested third party to release the two containers containing the ivory cache.

Case of the Pangolin Scales

Kenya being one of the major exit points for illegal wildlife trade has been a popular hub for pangolin trafficking. With seizures amounting to almost 1500 kg, in 2016, Kenya has proven to be a suitable hub for trafficking yet again. In the same year, two separate occasions, Kenya Wildlife Service (KWS) canine unit security personnel seized 1000 kg of pangolin scales at the Jomo Kenyatta International Airport (JKIA) in Nairobi. They were both unaccompanied consignments seized at KQ cargo area of JKIA.

WildlifeDirect has been watching brief on two cases where two people, both of Chinese origin, were charged with possession of pangolin scales. On the first case, Huili Hong was arrested on June 22, 2016 at JKIA with a bag of pangolin scales, 11 pendants and 3 beaded bangles of worked ivory. He pleaded guilty and was sentenced to pay Ksh. 1,000,000 with 5 years’ imprisonment in case of default, which he has since paid and left the country. The second case, which is ongoing, is of Liangzhi Zheng who was arrested on June 10, 2017 at JKIA with 0.2 kgs pangolin scales. In both cases, a sniffer dog detected the luggage with pangolin scales.

Earlier on May 7th another seizure had been reported in Malaysia where 10 bags of pangolin scales weighing 304 kg that originated from Kinshasa, Congo transited through JKIA and Dubai and arriving in Malaysia on May 2nd.

Despite being the most trafficked animal in the world, very few people know or understand the important role of controlling pests that pangolins play in the ecosystem. It has been estimated that an adult pangolin can consume more than 70 million insects annually. Their constant burrowing habit also aids in the decomposition cycle and vegetation growth and their burrows are also occupied by many other species.

In Kenya, the penalty for possession of pangolin scales is a minimum of Kshs. 1,000,000 and/or 5 years imprisonment, which can be enhanced to Ksh. 20,000,000 and/or 20 years imprisonment.

Update on Ivory Kingpin Feisal Ali

In August, infamous ivory trafficker, Feisal Ali Mohammed appealed his conviction and sentence, saying it was improper and the sentence too harsh. On July 22, 2016, a Mombasa Law Court found Feisal Mohamed Ali guilty of illegal possession of 2,152 kilograms of elephant ivory. He was sentenced to twenty years in prison and fined $200,000.00.

His release would be a slap in the face of all those working tirelessly to bring wildlife criminals to justice in Africa. This is why WildlifeDirect is watching the brief on this case to ensure the conviction is upheld or his sentence is increased to life imprisonment. The hearing took place in September.
Going Digital

With advances in technology and mobile and web applications been developed everyday making our lives easier, WildlifeDirect has developed a wildlife data management system to aid in the collection and management of wildlife crime data; the iCourtroom App. This application software will enhance the coordination, collection, management and analysis of wildlife crime data and even possibly increase the number of courts which can be monitored. It will have the capability of generating real time results and map trends in wildlife crime in Kenya. It will also be accessible to relevant government agencies.

Community Development Program

Community Participation in Improving Education

At WildlifeDirect, we believe that saving wildlife in Kenya will depend on local people, especially for those people who live with wildlife. Co-existence with dangerous animals like lions and elephants is not easy especially when you are poor and experiencing prolonged drought like the one Kenya experienced early this year.

Findings from a survey conducted by students from Princeton University and Columbia University and their Kenyan counterparts in February revealed that Enkijape Primary School, formerly one of the top schools in Kajiado County was performing below standard. The main cause of the low grades in the school was attributed to lack of food for the children. The survey was part of the students’ undergraduate field course, a Princeton course taught every year in Amboseli by Dr. Paula Kahumbu.
Enkijape Primary is a school located in the middle of elephant territory, which is the home and movement corridor for the world famous Amboseli elephants. The school has been a focus for WildlifeDirect since 2016 when women from the Oltome Nadupo Women group asked us to support their children. WildlifeDirect believes that the school can become the source of positive change in the community.

In April, WildlifeDirect led 750 members of the Imbirikani community including students, parents, group ranch leaders, and government officials in a discussion about how to create a school of excellence in the middle of one of the world’s most important elephant ranges in Amboseli. We thank the London-based company Public Service Works for facilitating the event and the support from Big Life Foundation. We also express our gratitude to The Perfect World Foundation for funding the event.

The feeding program is augmented with deworming the entire school community thanks to a donation of deworming tablets from AAR-Health. The deworming exercise was conducted in collaboration with the Kajiado County Government Education and Public Health offices. The former County Commissioner, Kajiado County Mr. Harsame Kello also donated one ton of maize, 900kgs of beans and 18 liters of cooking oil to support the school feeding program. All food stuff are stored at Big Life Foundation since the school kitchen needs to be expanded and renovated to have the capacity to feed 750 children in the program.

In June, the school received delivered 25 computer tablets to Enkijape Primary through a donation from the Chandaria Family Foundation. Each tablet is pre-loaded with the entire school syllabus for Primary Schools.

WildlifeDirect initiated the feeding project at Enkijape Primary School in May 2017 after food was identified as the most important need during the Open Space meeting with parents, teachers, community and students in April. The school feeding program was made possible thanks to Dhiren Chandaria of Insta Products who donated 4 tons of fortified flour and an additional 10 tons.
Empowering Women Through Bead Work

After funding from United Nations Development Program (UNDP) expired, WildlifeDirect handed over the Oltome Nadupo Women Group Company to its 147 members. The project was initiated by Kenya’s First Lady’s Office and funded through UNDP in 2015. The second phase of the project dubbed ‘Fashion 4 Wildlife’ was funded by Wild Lives Foundation and targeted different women from communities living with wildlife.

During the project period, WildlifeDirect engaged consultants and trained 20 women beadsmen in new design techniques. In just three weeks the women were able to produce high quality beaded jackets, bracelets, key rings, luggage tags among other beaded products that were sold at three fairs; X-masbox, Santa’s Soko and the Christmas fair towards the end of the year.

WildlifeDirect also entered into partnership with Elephant Cooperation who purchased 20 beaded denim jackets made by the women. The proceeds from the jacket sales were ploughed back into the project to pay the women and expand the enterprise. Fashion 4 Wildlife equipped the women with skills to take bead work to the next level and provided them with a regular source of income. Their living standards also improved. The women have now became champions of wildlife conservation.

WildlifeDirect will continue its partnership with Elephant Corporation in 2018.
Education and Outreach

Education and Outreach program seeks to introduce Kenyan children to endangered wildlife through a nationwide program targeting primary schools by using activity books and learning materials, nature related activities and field trips.

The program’s aim is to create a generation of Wildlife Warriors; young advocates and champions of conservation who meaningfully work within their communities and contribute to sustainable and responsible solutions to matters effecting the environment, conservation and human wildlife conflict.

Throughout the year, the Education and Outreach team mobilized young people to take part in wildlife activities. The team signed up more than 200 volunteers to assist in various capacities. As a lean organization, we see volunteering as a powerful, practical and sustainable way to tackle challenges in the society and engaging the general public.

Watoto Porini

Through the program WildlifeDirect takes children between eight and twelve years old to the national parks and reserves throughout Kenya. Watoto Porini (meaning children in the park) hosts trips to parks each year for select number of children to experience wildlife in their natural habitat. We marked the World Rhino Day by taking 50 children from Red Rose Academy and Twinstar Educational Centre to Nairobi National Park. For many of the children, it was their first time to be in the park and see rhinos. They met rangers and rhino experts during the trip and learnt about different species in the park. We thank Lars Jacobsson and Ragnhild Rags Jacobsson of The Perfect World Foundation, Rosemary Alles of Global March for Elephants and Rhinos and the Kenya Wildlife Service for supporting the initiative.

Global March for Elephants, Rhinos and Lions Nairobi 2017

On October 7th, thousands of marchers streamed in at the National Museums of Kenya in Nairobi to be part of a worldwide call to action to condemn the poaching of elephants, rhinos and the trafficking of wildlife trophies. The march attracted more than 3000 participants from across the country.

The Global March for Elephants, Rhinos and Lions is a global movement that calls upon governments, the civil society, grass root communities and all stakeholders to be proactive and collaborative in order to ensure the survival of elephants, rhinos and lions. Over 100 countries across the world participated in the Global March and the Nairobi March attracted the largest number of participants in 2017.

We are extremley grateful to Kenya Wildlife Service, Stand Up Shout Out, the Kenya Police and over 30 conservation organizations, universities and tour companies who dedicated time and contributed resources to make the Global March a success.
Education and Outreach Manager, Vincent with children from Redrose and Twinstar during the World Rhino Day celebrations in Nairobi National Park.

Children drawing their favorite animals during the Storymoja Festival.

Education and Outreach Assistant on the right, Irene handing over 'No Ivory on Board' stickers to Sharon, year 1 rep at Rusinga School during an outreach session.

Participants during the annual Global March for Elephants and Rhinos.
Creating an Interest in Wildlife Through Books

WildlifeDirect recognizes that there is a need to spark an interest in wildlife through books and has embarked on a journey to produce activity books. Through the Education and Outreach program four books focusing on facts about lions, colobus monkey, Grevy’s zebra and Honey Bee are being developed.

The books will offer a practical guide for both the students and the teachers who will interact with them. Some of the books will be produced in partnership with Storymoja Publishers.

Creating Awareness on Rivers in Nairobi

WildlifeDirect does a lot of work in schools both in cities and in rural areas and we take children into the field to do citizen science, learn about the environment using technology, science and art. We partnered with British Council and the Thames Festival Trust to deliver the Rivers of the World (ROTW) project in Kenya. We identified 6 schools in Nairobi to participate in a competition that will see the winning school display their art work on the Southern Bank of River Thames in London in September 2018. The selected schools are Brookhouse School, City Primary School, Juja Road Primary School, St. Treezers Primary School, Parklands Primary School and Highridge Primary School.

Through the partnership school children will be able to learn about the Rivers of Nairobi and come up with solutions to address pollution.

Conservation Education Stakeholders Workshop


Wildife Direct was among the conservation organizations nominated to represent NGOs in conservation in the Conservation Education Secretariat. Other organizations nominated included KWS to chair the secretariat, Wildlife Clubs of Kenya (WCK), Africa Nazarene University to represent tertiary institutions, Stand Up Shut Out (SUSO) to represent the youth and the National Museums of Kenya.
NTV Wild is a television series that aims to shine a light on Kenya’s conservation challenges, solutions and heroes. It has been credited with transforming public attitudes toward wildlife conservation. It is a partnership between WildlifeDirect, Kenya Wildlife Service and the Kenyan broadcaster NTV. The show has been made possible in part by grant from the Department of the Interior (DOI/USAID) and support from National Geographic Society and the many tourism partners who sponsor NTV Wild Talk quiz segment.

NTV Wild airs international award winning documentaries about African wildlife at 8 pm on Saturdays on NTV Kenya. Its sister program, NTV Wild Talk, is a Kenyan-made weekly program that provides informed debate on topical environmental issues.

The programs are watched by 5 million viewers every week and entered its fifth season in April. A recent nationwide survey by IPSOS found that 20% of all Kenyans and 44% of Nairobi residents have seen NTV Wild Talk. One tangible impact is that more Kenyans are visiting our National Parks: according to the survey, 23% of Kenyans visited parks in 2016 compared with just 10% in 2015. Thanks to NTV Wild, Kenyans are more interested in wildlife – and better informed – than ever before. We believe that this has translated into greater citizen action against threats to wildlife.

The survey also revealed that nearly 50% of Kenyans watching the show credited it to be their main source of information on wildlife for Kenyans.

WildlifeDirect Education and Outreach team have also been using the NTV Wild Talk videos to create awareness about wildlife in Kenya. 150 copies of each episode was reproduced and distributed freely in several schools. Wildlife videos are also now available at the Safarilink passenger lounge at Wilson Airport in Nairobi. Safarilink have been staunch supporters of WildlifeDirect branding all their aircrafts with Hands Off Our Elephants stickers and adopting the no ivory on board policy. They have also provided subsidized airfare costs for our NTV Wild crew as well as free flight for one NTV Wild winner.

A big thanks to filmmakers Alan Root, Mark Deeble and Victoria Stone, Simon Trevor-African Environmental Film Foundation, National Geographic, BBC, the Disney Nature, among others whose generous donations of award winning films shot in Kenya has allowed us to make Kenyans fall in love with wildlife.

Dr. Paula Kahumbu received the Richard Leakey Prize at the Tribeca Film Festival in New York in recognition for her conservation work, especially for her role in creating NTV Wild and NTV Wild Talk.
Communication and Networking

Communicating wildlife conservation to the masses is an essential part of WildlifeDirect’s work. Our communications are aimed at converting scientific data in a way the general public is able to understand. WildlifeDirect uses the press and social media to champion for conservation not only in Kenya but globally. Our aim is to raise awareness about threats to wildlife, highlight success stories and shine a light on Africa’s conservation heroes.

Dr. Paula Kahumbu, also continues to use her influential blog ‘Africa Wild’ in the Guardian to share wildlife issues and was also a regular contributor to The Star, The Nation and other Kenyan newspapers.

WildlifeDirect joined the chorus of protest around the world to protest against South Africa’s decision to sanction an online auction of rhino horn that was organized by private rhino rancher, John Hume in August. John took the South Africa government to court and won the right to sell 265 rhino horns weighing about 500 kg. Trade in rhino horn is illegal in most countries, but the black market value of one kilogram is said to be USD 100,000—more than the price of platinum.

Paula argued in her blog that the chief beneficiaries of the auction would be the international crime cartels that control the illegal trade in rhino horn. Read Paula’s article on the rhino horn auction here.

New Look

2017 saw the relaunch of the WildlifeDirect website (wildlifedirect.org). The new look and feel features updates to the navigation, improved content structure, streamlined dropdown menus, increased visibility of programs and a host of many impactful changes to provide an engaging user friendly experience.

Online, WildlifeDirect keeps in contact with its community of supporters through communicates with its supporters through its Facebook and Twitter pages, and through social media sites linked to our different activity areas, including our flagship campaign, Hands Off Our Elephants. Overall, in 2017 WildlifeDirect had 83 media mentions internationally and featured more that 25 times in local news.
WildlifeDirect Partnership with Amarula

WildlifeDirect’s partnership with Amarula Trust began in 2016 when the “Name Them Shame Them campaign was launched to create awareness about the plight of elephants. In 2017, the second phase “Don’t Let Them Disappear” launched as part of the anti-ivory poaching campaign. For every elephant digitally created on the site, Amarula donates $1.00 to WildlifeDirect.

With fewer than 400,000 elephants, Amarula released 400,000 individualised Amarula bottles – one bottle for each of the remaining elephants.

WildlifeDirect is hugely grateful for support from Amarula, a company committed to saving elephants.

In May 2017, through the partnership Dr. Paula Kahumbu traveled to Brazil to create awareness about the plight of elephants. Brazil has no native elephants, but Amarula is supporting the first elephant sanctuary in Mato Grosso State.

In July 2017, Amarula brought top influencers from Kenya, Canada, Germany, South Africa, and USA including a top celebrity from Brazil to Amboseli National Park as part of the anti-ivory poaching campaign. The WildlifeDirect guided tour included meeting wild elephants, interacting with communities who live with wildlife and discussions with the team at Kenya Wildlife Service and at Amboseli Trust for Elephants.
On World Elephant Day (12th August), Amarula and WildlifeDirect erected a life-size ice sculpture of an African elephant in New York City’s Union Square to represent the plight of the African elephant population. Over the course of the day, thousands of spectators watched as the massive installation slowly melted, reminding the public that elephants are at the risk of disappearing due to poaching. In the run-up to the event Paula Kahumbu conducted over 20 interviews including for Forbes and The Huffington Post and wrote two opinion pieces, published in The Daily Nation and the Guardian. The disappearing elephant made 95 million impressions on the Internet and appeared in 245 media outlets.

Swahili Publication

In 2016, with funding from the African Fund for Endangered Wildlife, we began to translate the Guidebook to the Wildlife Conservation and Management Act (WCMA, 2013) into Swahili. The Swahili version was pre-tested in 2017 with some of the artistic colored illustrations by our Communications Assistant Ken Gitau. By publicizing the provisions of the new Wildlife Act and making them accessible to the 35.8 % of the Kenyan population unable to read and write in English, the Guidebook will help empower local communities to take control of their future by participating in decision making and planning in the administration of wildlife resources in Kenya. The Swahili version of the Guidebook was submitted to the Ministry of Environment and Natural Resources pending approval.
Building Connections

**Partnership with Tusk and Ivory International**

WildlifeDirect announced a new partnership with Tusk and Ivory INTL, a clothing company based in the US that supports elephant conservation. Through the partnership, the clothing company will give five percent of proceeds from the sale of special edition t-shirts. Bryant O. Shelton, the founder of Tusk and Ivory INTL, who has a passion and love for elephants, hopes to achieve an everlasting impression in the fight for wildlife conservation.

**Hayden Panettiere Visits Kenya**

WildlifeDirect was thrilled to host Hayden Panettiere, a renowned and famous American actress, model and singer. Hayden is best known for her role as a cheerleader on the television show ‘Heroes’ and also as a country singer on ‘Nashville’ an American drama series. Hayden is also a wildlife activist was in the country as a guest of WildlifeDirect to boost worldwide awareness of global efforts to stop the ivory and wildlife trade and support the Hands Off Our Elephants campaign. This was her maiden trip to Kenya and she visited WildlifeDirect’s community and education projects, the Amboseli National Park and Maasai Mara.

**Informal Partnership with Jumia Travel**

In May, WildlifeDirect Communications Manager Trish Sewe and Communication Assistant Ken Gitau attended the launch of Hospitality Africa Report 2017. Trish was one of the key speakers at the launch and emphasized the importance of conservation in the Tourism industry. The report, which was launched by Jumia Travel on Africa Day, indicated that domestic travel spending generated 63.7% of Africa’s Tourism GDP, and is expected to rise by 2.8% in 2017 to USD 73 billion, and then by 3.6% per annum to USD 104 billion in 2027. On World Tourism Day, Jim Karani, Legal Affairs Manager attended the Jumia Travel Green Summit where he spoke about Animal Conservation.
WildlifeDirect is proud to be a supporter of a new film, the Elephant Queen by award winning filmmakers, Mark Deeble and Victoria Stone. Mark, Victoria and Etienne Oliff spent more than 4 years in the Tsavo wilderness documenting the extraordinary story of an elephant matriarch and her family. The release of Elephant Queen is highly anticipated to be the next epic blockbuster.

**UNEA Conference**

WildlifeDirect team lead by Jim Karani, Vincent Ontita, Judy Wangari and Mary Morrison participated at the third session of the United Nations Environment Assembly, which took place at the UN office in Nairobi on 4th–6th December 2017. The team shared ideas on how to curb the current pollution challenge. The forum that was set to bring about resolutions and decisions on pollution brought together delegates from diverse backgrounds from around the world.

**Safaricom PLC Partnership on Wildlife Warriors Programme**

WildlifeDirect has partnered with Safaricom to create awareness about the 12 endangered species featured in the Safaricom 2018 calendar that was launched on December 7th. We are proud to be part of the project, which aims to create awareness about Africa’s wildlife. We will work together with Safaricom and Storymoja Publishers to reach out to school children across Kenya to educate them on the importance of the 12 endangered species and how they can contribute to conserving and protecting them. The 12 species are Grevy’s zebras, honeybees, lions, turtles, giraffes, vultures, elephants, rhinos, pangolins, the mountain bongo and cheetahs.

**Awards**

Paula Kahumbu received the Princeton in Africa Founders’ Medal at the Princeton in Africa Gala in New York City in October. The Princeton in Africa Medal is awarded to outstanding individuals who share a commitment to the advancement of Africa. Paula also received the Richard Leakey Prize at the Tribeca Film Festival 2017 in New York in recognition for her conservation work. She was one of the 21 honorees who received the Tribeca Disruptive Innovation Awards for creating new business models and disrupting the status quo.

*The smashing prize is a HAMMER!* Dr. Paula Kahumbu with Craig Hatkoff, Co-founder Tribeca Film Festival
Financial Reporting

Revenues

Revenues reduced by 12% from Ksh 55,719,424 in year 2016 to Ksh 48,871,408 in year 2017.

The graph below shows the percentages of the funds received:
**Expenses**

WildlifeDirect’s expenses rose by 18% to Ksh. 58,467,649 in 2017 from Ksh. 49,278,938 in 2016. Out of this, 76% relates to program expenses.

**WILDLIFEDIRECT STATEMENT OF FINANCIAL POSITION AS AT 31 DECEMBER 2017**

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<td>Accounts Payable &amp; Accruals</td>
<td>5,169,190</td>
<td>4,144,928</td>
</tr>
<tr>
<td></td>
<td>5,169,190</td>
<td>4,144,928</td>
</tr>
<tr>
<td><strong>TOTAL EQUITY AND LIABILITIES</strong></td>
<td><strong>14,102,211</strong></td>
<td><strong>22,674,190</strong></td>
</tr>
</tbody>
</table>
Kenya & USA Board of Directors

Ali Mohamed Daud,
Board Chair, Kenya

Ms. Zain Verjee,
Board Chair, US

Dr. Kamau Gachigi,
Board Director, Kenya

Termeh Rassi,
Board Director, US

Sophie Kinyua,
Treasurer, Kenya

Margaret Kinnaird,
Board Director, Kenya

Katie Carpenter,
Board Director, US

Chris Diaz,
Board Director, Kenya

Asher Jay,
Board Director, US

Edward Muriu,
Board Director, Kenya
Paula Kahumbu – CEO
Trish Sewe – Communications Manager
Jim Karani – Legal Affairs Manager
Vincent Ontita – Education and Outreach Manager
Joy Omulupi – Community Development Manager
Ken Gitau – Communications Assistant
Anthony Wachira – Accountant
Irene Akinyi – Education Assistant
Julie Church – Community, Enterprise
Ann McCreath – Community, Enterprise
Catherine Mututua – Community, Enterprise
David Mukabane – Community Programs Assistant
Leslie Olonyi – Legal, Advocate
Douglas Nyabuto – Legal, statistician
Mary Morrison – Legal, Advocate
Benson Maina – Legal, Advocate
Judy Muriithi – Legal, Advocate
Angela Waithira – Education and Outreach, Research
Elizabeth Macharia – Intern, Legal Department
Diana Kisinga – Executive Assistant to the CEO
Christina Lederer – Executive Director, WildlifeDirect Inc.
Sheena Fouch – Executive Assistant, WildlifeDirect Inc.
Wilkister Adema – Communications Intern
Khadija Thani – Legal Intern
Catherine Kahiu – Legal Intern
Joan Njeri – Legal Intern
Franklin Lagat – Legal Intern
Catherine Kahiu – Legal Intern
Caroline Kaunda – Legal Intern
Tiassa Mutunkei – Education Intern
Richard Turere – Education Intern
Marco da Cunha – Education Intern
Malaika Njema – Education Intern
Soila Sayialel – Community Project
Thank you Donors and Supporters

Organizations

Amarula Trust
AAR Health
Alvord Center for Global & Environmental Studies
Big Life Foundation
Cedar Hill Foundation
Chandaria Family/InstaProducts
Charles Engelhard Foundation
County Government of Kajiado
U.S. Department of the Interior (DOI/USAID)
EFSTATHIOS KAVVADAS
Elephant Crisis Fund
Elephant Cooperation
Embassy of Ireland
Helen M. Scholz Charitable Trust
Knox Family Foundation
JustGive
JustGiving
Legacy of Judith L. Oates
Luke Family Foundation
Open Society Foundation
Rotary Club of Nairobi
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The Pilkington Family Fund
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Caren and Tom Lederer
Carolyn Johnson
Carter & Katrina Brandon
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Dorotha Krakowska
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Christopher Da Cunha
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John Kismir
John Purvis
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Katherine Snowden
Kathleen Gerard
Kathryn and Vincent Heintz
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Kennedy Zakeer
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Lil Lontai
Linda Kendall
Linda Leus
Lorne Nelson
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Marilyn Nathanson
Mary Rouse Terlevich
Maryja Beckmann
Melissa Hillas
Michelle Dufour
Michelle Fisher
Michelle Winn
Nathanson Marilyn
Nicholas Sacelaris
Paul Prosnick
Peter Comiskey
Peter Jacobs
Princeton University
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Roma Iskander
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Sandra Sullivan
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WildlifeDirect is a Kenya and US registered charitable organization working to connect people to their wildlife and inspire them to value and protect them. WildlifeDirect is committed to **Justice for Wildlife** by changing minds, behavior and laws to ensure Africa’s magnificent wildlife endures forever.