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

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

Values
- Integrity
- Transparency
- Accountability
- Commitment
- Honesty
- Fearless
- Innovation
Message from the Kenya Board

Welcome to the 2018 Annual Report on our activities and the progress that we have made in our programs. There is no doubt that this year, we furthered the cause of justice of wildlife by fighting wildlife crime through our Eyes in the Courtroom program as part of Hands Off Our Elephants campaign. In addition, we have deepened our engagements with communities, launched an ambitious national educational program and launched the production of a new wildlife TV series.

A key achievement of the year was the completion of courtroom monitoring and launch of the third Court Monitoring Report that is an analysis of wildlife trials in Kenya. This report is a product of the Eyes in the Courtroom project and highlights the need to secure convictions of high profile traffickers, the importance of collaboration between Kenya law enforcement and transit and demand countries. The outcome of this report has been taken seriously by the judiciary and the prosecutors who recognize the need for improvements in the legislation and enforcement, particularly in the pursuit of fugitives. We thank our key sponsors Save the Elephants, Whitley Segre Foundation, Cedar Hill Foundation, Straus Foundation and the Elephant Crisis Fund for continuing to support this innovative work.

We are particularly proud that Kenyan partners have come on board including Safaricom PLC and Storymoja Publishers with whom we have launched the powerful Wildlife Warriors Clubs in schools across Kenya. This exciting program has had surprising unexpected results in enlisting 33 schools reaching out to 6,500 children. WildlifeDirect has continued to support 750 children in the heart of the Amboseli ecosystem through the feeding program that was started in 2017 at a time when Kenya was experiencing a prolonged drought.

WildlifeDirect is also producing a new television series for a major national broadcast channel. This is a major new development that will be launched in 2019 that is supported by the Wild Lives Foundation, National Geographic, USAID and U.S. Department of Interior.
Message from the USA Board

WildlifeDirect has been instrumental in reaching out to people all across the world and continues to connect people and inspire them to value and act to conserve wildlife and nature.

While our local work in Kenya has a direct impact on conservation, we continued to create global awareness about elephant conservation in partnership with international partners like Amarula through the “Don’t Let them Disappear” campaign. Leveraging on the digital world, the campaign reached millions of people throughout the globe with activations on World Elephant Day held in Canada, Brazil, Kenya, South Africa and USA. Erecting life sized elephant ice sculptures in key cities and having people watch them melt has been a powerful way to send a clear message about the plight of elephants that have continued to decline drastically.

Despite its small staff, WildlifeDirect has had huge impact by making local issues global, through initiatives like field course for Ivy League universities in conservation, international presentations, and collaboration with global partners.

The role of WildlifeDirect in the world is only becoming louder especially through the new TV series which positions African voices as the global authorities on our species, habitats and ecosystems.

We are indebted to all our donors for their faith in our work and continued support that we have received this year. We look forward to working together in creating a generation of Africa’s future conservationists in 2019.
Dear Friends.

It is estimated that the world has lost 60% of her species since 1970. Until recently Africa seemed unscathed, but now reports suggest that the steepest species declines are in the tropics. Kenya and Africa are facing unprecedented threats due to rapid development, human population increase, climate change and an explosion of global illegal trade in wildlife products. Many of our species are facing dire threats and we must do more than advance rule of law, we must win hearts and minds. After all, our health and wealth depends on the condition of our natural environment. This is why our campaigns have expanded to include innovations to support the people who live in wilderness areas. This includes education, outreach, and innovations to reduce human wildlife conflict.

When WildlifeDirect was born in 2004 our goal was to make direct impact on conservation in Africa and I am proud that in the 15 years of our existence we have smashed poaching cartels, achieved justice for wildlife in Kenyan courts, and catalyzed public interest in conservation though our campaigns, events, television series and educational programs.

In 2018 however, we came face to face with extinction when Sudan, the last male northern white rhino died. It was a tragic day for us in Kenya and sorrow reverberated across the world. We cannot afford to become despondent. The challenges are enormous and growing. To make a difference must refine our strategies and invigorate our programs to secure a future for wildlife. We have found young people in all our programs to be a great source of energy and hope. Through them we are nurturing a culture of can-do young people across Kenya and Africa. As development in Africa races to modernize and provide meaningful jobs, universal health care and advanced education opportunities, we are making sure that wildlife is a relevant part of that aspiration.
About Us

WildlifeDirect is a not-for-profit conservation organization that was founded in 2004 by the prominent Kenyan conservationist and paleoanthropologist, Dr. Richard Leakey, and former World Bank Representative to Kenya, Harold Wackman. The organization has been in the forefront advocating for the conservation of wildlife in Africa.

Our Programs

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<td>Community</td>
<td>Supporting communities to thrive in wildlife areas through livelihoods and solutions for human wildlife conflict</td>
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Programs at Glance

- **9,575** Children reached through the Wildlife Warriors
- **750** School children benefited from the feeding program
- **66** Primary school teachers trained on Wildlife Warrior program
- **8** Episodes of the new Wildlife Warriors television series shot in Kenya
- **5** Universities engaged in wildlife conservation programs
- **182** Wildlife crime cases tracked
- **52** Judicial Officers trained on Environmental and Wildlife Crime
- **35** Schools enrolled into the Wildlife Warriors program

WildlifeDirect Inc. is separately registered as a 501(c)3 nonprofit in the US with an overall goal to raise funds to support WildlifeDirect Kenya.
Legal Program

Our Eyes in the Courtroom

The Eyes in the Courtroom project works to provide an assessment of governance and accountability processes in wildlife crime cases in Kenya. This project has been sustained through generous funding from the Elephant Crisis Fund administered by Save The Elephants and the Wildlife Conservation Network, Whitely Segre Foundation, The Straus Foundation and The Cedar Hill Foundation.

Our legal team led by Jim Karani, Legal Affairs Manager monitors and tracks the progress of wildlife trials in Kenyan courts. Our presence in courts over the years has supported the prosecution from seizure and arrest all the way to conviction.

In the last two years our team visited 121 courts and mapped over 2,000 cases, involving 1,500 individuals. Ongoing cases include 95 cases on elephant ivory, 7 cases on rhino horns, 34 cases on sandalwood, 27 cases on bush meat, 1 case on pangolin scales and 1 case on a cape eagle. In total, WildlifeDirect has tracked 182 cases in 2018 which not only involved wildlife parts but also involved 10 enforcement officers and 7 foreigners who have been tracked from hearing to hearing until their date of determination.
In September, WildlifeDirect released the third report on the outcomes of wildlife crime cases in Kenya. "On the Right Path: Analyzes Kenya’s Law Enforcement response to wildlife crime court trials between 2016/17." One of the recommendations is to strengthen international cooperation in order to tackle transnational wildlife crimes and aggressively pursue traffickers, and fugitives from justice.

In October, Dr. Paula Kahumbu, CEO, and Jim Karani, Legal Affairs Manager, attended the 4th Illegal Wildlife Conference in London where they showcased the report.

WildlifeDirect developed the iCourtroom Wildlife Crime System, an android and web interface which aids in capturing and analyzing large volumes of wildlife crime data than the manually hand written work sheets keyed in Excel and SPSS workbooks. WildlifeDirect had the privilege of showcasing the iCourtroom wildlife crime system in Muldersdrift, South Africa and at the Global Animal Law Conference in Hong Kong. The events offered us a platform to share knowledge among environment officers and implement partners in collaborative learning about effective approaches to building capacity for enforcement and prosecution of wildlife crime.

It was also an opportunity to exchange information about the different judicial systems around the world geared towards improving efforts to combat global wildlife crime in the future. The iCourtroom Wildlife Crime system was among the Kenyan finalists at the 2018 HiiL (The Hague Institute for Innovation of Law) Justice Accelerator competition that attracted over 400 applicants.

Feisal Mohammed’s Acquittal

One of our greatest achievements was the conviction in July 2016, Feisal Mohammed who was sentenced to 20 years imprisonment and fined twenty million shillings (USD 200,000) for trafficking in 2,152 kilograms of ivory in June 2014. Feisal was arrested in December 2014 after he was apprehended in Tanzania through an INTERPOL led swoop.

At that time, Feisal was the most wanted ivory trafficker in the world with Interpol giving a red notice against him. However, this landmark ruling by Senior Principal Magistrate Diana Mochache was overturned by Lady Justice Dora Chepkwony on August 3, 2018. The ruling was a tremendous setback in the fight against ivory poaching and trafficking sending a signal to criminals that it is now open season on elephant poaching.
Community Development Program

The goal of our community project is to create thriving communities. Seventy percent of Kenya’s wildlife lives outside protected areas. For communities living with wildlife, large carnivores and elephants have often leads to human – wildlife conflict in these areas. WildlifeDirect believes that for wildlife to thrive we must ensure that local people also thrive.

Education Through Conservation

In 2018, we received 10 tons of fortified porridge flour from Insta Products thanks to the generosity of the Chandaria Family. This porridge fed 750 children at Enkijape Primary School. Since the inception of the feeding program in 2017, the health of the students has improved and teachers have reported 100% school attendance. The parents have also welcomed the program and during the year, provided one meal per week for the children. An additional 22 schools in the Amboseli Ecosystem also benefited from extra porridge flour from Insta Products in the last term of school.

In February, H. E. Ms. Lisa Doherty – Deputy Head of Mission, Embassy of Ireland commissioned the kitchen expansion at Enkijape Primary School. The expansion of the kitchen was funded by Embassy of Ireland in Nairobi.

Scott Struthers, founder for Elephant Cooperation visited Enkijape Primary School and engaged with children from different grades including the Special Needs Unit. Elephant Cooperation donated USD 20,000 towards the feeding program.

We thank the Board of Management at Enkijape Primary School, the administration of the school, the Embassy of Ireland, the Elephant Cooperation and Big Life Foundation who have been instrumental in the successful implementation of the program. We also thank our additional supporters of the program including the Rotary Club in Nairobi who donated half of the funds towards purchasing a new energy saving cooking stove and The Perfect World Foundation who sponsored an expedition to Kenya’s spectacular Coast for the top 5 most improved learners and two teachers. We also thank our conservation partners including the Watamu Marine
Association, Lamu Marine Conservation Trust, Kenya Sea Turtle Conservation Committee, Local Ocean Trust, the Kenya Wildlife Service and Safaricom PLC.

**Princeton Community Conservation Course in Kenya**

Every year, Dr Paula Kahumbu teaches a ten day field course for students from Princeton University and Columbia University. In 2018 we were joined by students from American University. The 27 students explored Amboseli National Park, met with communities, farmers and pastoralists, and visited the Amboseli Trust for Elephants, Big Life and government offices such as Kenya Wildlife Service, Health, Livestock, Agriculture and Water.

The undergraduates challenge in 2018 was to solve human wildlife conflict, which not only undermines public interest in wildlife conservation but causes catastrophic economic shocks for many people. Together with WildlifeDirect and Gearbox, the graduates set out to solve the problem and developed seven projects. The undergraduates discovered that 73 percent of reported human injuries from wildlife are from snake bites, 9 percent by predators and 8 percent by elephants. In light of this, WildlifeDirect engaged Kenya Wildlife Service, the Kenya Red Cross, the James Ashe Antivenom Trust, and the Ministry of Health to address this problem.

WildlifeDirect formed a partnership with Bio-Ken Snake Farm and Kenya Red Cross to elevate the status of snake bites as a national concern. According to the film ‘Minutes To Die’ recently screened at the National Museums of Kenya, 125,000 people die from snake bites every year, 20,000 of those deaths are reported in Africa with 1,000 deaths in Kenya. The severity of snake bites has been neglected for many decades, leading the World Health Organization (WHO) to list it as a neglected tropical disease to draw global attention to the problem.

In November, Trish Sewe and Joy Omulupi attended the 11th International Bio-Ken Snakebite Seminar in Watamu hosted by Bio-Ken Snake Farm. The seminar attracted over 100 participants from Kenya, Uganda, Ethiopia, Chad, Swaziland, South Africa, Australia and other countries.
Human Wildlife Conflict

Human Wildlife Conflict is a very serious problem in Kenya with significant impact on both humans through injury, loss of life, property and livestock, and wildlife, which is often killed or injured in retaliation. These conflicts are increasing daily due to habitat loss and human population growth. During the year, WildlifeDirect encountered may cases and helped one victim. Nkinyi Sipitek (Nkini), a 55 year old widow from Kajiado County. The mother of eight was injured by an elephant earlier in the year while grazing her goats and collecting firewood near her home.

In February, we highlighted Nkini’s plight and throughout the year, we supported her and her family. We are extremely grateful to all the well-wishers who contributed funds towards her upkeep while at the hospital. We are especially grateful to the Late Soila Sayialel who made daily visits to the hospital bringing Nkini food and keeping WildlifeDirect updated on her wellbeing. We acknowledge Big Life Foundation for paying Nkini’s hospital bill and Kenya Wildlife Service for providing transport to take Nkini home after she was discharged.

From Left: Nkini with Trish Sewe and Joy Omulupi from WildlifeDirect during a follow up home visit.
Education and Outreach Program

Our signature program *Wildlife Warriors* was rolled out in 33 primary schools across Kenya during the year through funding from Safaricom PLC. We leveraged on the Safaricom 2018 calendar and developed companion activity books and learning materials which were distributed to all participating schools. During the year, we also conducted outreach programs, shared films on wildlife and conservation and took children to the parks.

**Wildlife Warriors**

WildlifeDirect launched a nationwide program targeting school children. The program introduces Kenyan children to endangered wildlife through a nationwide program targeting public primary schools. Program package includes teacher trainings, access to wildlife documentaries, wildlife calendars, companion activity books, learning materials and field trips to the parks and reserves. By the end of the year, we had trained 66 teachers and reached 9,575 children in 33 public schools across Kenya.

Most of the schools participating in the program face severe challenges such as human-wildlife conflict, poor infrastructure, lack of clean drinking water, lack of school feeding program etc. Despite these challenges, the teachers and students from the schools have enthusiastically adopted the program and are using the internet to exchange stories, interact with one another and network with wildlife experts. At Dadacha Bassa Primary school in Isiolo our team met India Nuru, a thirteen year old girl who rescued a gazelle in December 2015 and took care of it for two years with members of her wildlife club at school.

All schools have initiated their own Wildlife Warrior clubs and activities ranging from beach clean ups, recreating a national park within a school compound, tree planting, games, watching nature documentaries, field trips to parks, recycling waste and making “elephant dung paper”. We are grateful to Safaricom PLC who funded the first year of the program and Storymoja Publishers who worked with us during the trainings and publication on books for the program.

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**33 Public Schools**  **66 Teachers trained**

**9,575 Children reached**

*Trish Sewe from WildlifeDirect explains the different endangered species featured in the Safaricom 2018 calendar to teachers who attended Nairobi training.*
Citizen Science Projects

Great Grevy’s Rally

In January we took 30 children from Twin Star Academy and Red Rose Primary School located in Kibera slums in Nairobi to participate in the second Great Grevy’s Rally (GGR) that was held in Laikipia. The children joined other students from local schools in Laikipia, international scientists, and conservation enthusiasts in the citizen science photographic census of the threatened reticulated giraffes and the endangered Grevy’s zebras. The event uses image based software to count the animals.

The Grevy’s zebra population is in dire straits because of hunting for their beautiful coats in the 1970’s. Close to 90 percent of the population of Grevy’s zebra is found in Kenya. Despite the prolonged drought that was experienced in Kenya, increased competition with livestock, poaching and disease, the Grevy’s Zebras numbers improved from 2,350 in 2016 to 2,812. We are in gratitude to Mpala Research Centre for hosting the entire team of WildlifeDirect, the school children, and the GGR partners and donors who made the 2018 photographic census a success.
Saving our Big Cats

WildlifeDirect organized a screening of ‘Mbingwa’ film in partnership with Escape Foundation and Brookhouse School. ‘Mbingwa’ meaning champions, is a film about four young Kenyan conservation heroes produced by the Escape Foundation. It showcases the findings of a research conducted by Well Told Story and the Escape Foundation looking at the attitudes of Kenyan youth in regards to conservation. The film Mbingwa revealed that young Kenyans want to participate in conservation but there are too few opportunities for young people to engage in conservation. 390 children drawn from many schools and universities including some from Nairobi’s informal settlements attended the screening event that was held at Brookhouse School.

Celebrating World Giraffe Day

To commemorate World Giraffe Day (21st June) we took 20 children from Redrose Primary School to the well renowned giraffe sanctuary, Giraffe Center. It was a perfect opportunity for the children to expand their knowledge on the graceful giants, understand the challenges that they face due to climate change, human-wildlife conflict and also have the opportunity to have a direct contact with the animals.
Kids and Goats for Elephants is a joint project through University of Utah and WildlifeDirect with the goal of creating an isotopic map to help track where an elephant was poached. During the year WildlifeDirect engaged 450 students from the M-PESA Foundation Academy to collect and label samples of goat hair from their homes or communities. The collected samples will be sent to Utah University where an isotope analysis will be conducted leading to an isotopic map. Once hundreds of these samples are received and analyzed, a map will be created, it will be easy to simply match an isotope in a poached tusk to a location on the map. The Kids and Goats for Elephants project aims to create a type of map that would be used to compare and match to the isotopes from elephants and this will help scientists to pin point the region where an elephant’s tusks have originated from.
Wildlife Warriors

To connect people to their wildlife and nature, WildlifeDirect is producing a television series on wildlife to showcase Kenya’s amazing wildlife and shine a light on local conservation heroes. This series, ‘Wildlife Warriors’ is the brainchild of Dr. Paula Kahumbu and will premier in April 2019 on Citizen TV. The television station has the highest viewership in Kenya and also broadcasts in Tanzania, Uganda, Rwanda and Burundi.

We are hugely indebted to our donors and supporters, especially the Wild Lives Foundation, United Stated Department of Interior (DOI) and U.S. Agency for International Development (USAID), National Geographic,
Communication and Networking

During the year, WildlifeDirect used various media platforms to create awareness about conservation of wildlife and highlighting program activities. The staff featured on both local and international television stations. Through in-house media monitoring, WildlifeDirect featured on international media 113 times and 65 times on local media. The organization also received massive publicity through Don’t Let Them Disappear campaign which is run in partnership with Amarula. The media mentions highlighted interviews from the CEO and staff members related to wildlife conservation trends in Kenya and across the globe.

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<thead>
<tr>
<th>Media Mentions in 2018</th>
<th>Media Platform Representation 2018</th>
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<tbody>
<tr>
<td>Local 37%</td>
<td>TV 4%</td>
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<tr>
<td>International 63%</td>
<td>Radio 6%</td>
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<td>Print 12%</td>
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<td>Online 78%</td>
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Strategy Meeting with the First Lady of Kenya

WildlifeDirect was one of the conservation organizations invited to a high level meeting at the Office of the First Lady of Kenya to strategize on ways to protect wildlife. The meeting which was convened by Her Excellency, the First Lady of the Republic of Kenya, Margaret Kenyatta centered finding new ways to protect wildlife. Each organization briefed the First Lady on ongoing initiatives and pledged to work together to ensure that all Kenyans support wildlife conservation. WildlifeDirect was represented by Dr. Paula Kahumbu, Vincent Ontita and Jim Karani. Paula shared the ambitious initiative by WildlifeDirect where, in collaboration with the Ministries of Education and that of Tourism and Wildlife, we are developing educational materials for pupils and teachers for use in schools. H.E. Margaret Kenyatta is also the patron of our powerful Hands Off Our Elephants Campaign.
Screening Wildlife Films

The Last Animals
WildlifeDirect partnered with the U.S. Embassy, and Ol Pejeta Conservancy to host the screening of a new film “The Last Animals” by Kate Brooks. Over 200 people attended the screening that was held at River Café in Karura Forest.

The powerful film brings to light the illicit world of illegal wildlife trade and the dangers it portends. The screening was done thanks to the support from Friends of Karura Forest and the Kenya Forest Service.

The Elephant Queen
For 5 years, two incredible award winning film makers, Mark Deeble and his wife Victoria Stone, have been working on the production of a film about elephants titled ‘The Elephant Queen’. The documentary was exclusively filmed in Kenya. In March, WildlifeDirect led an Open Space Technology event held in Kilifi involving 42 participants who included educators, scientists, artists, publishers, actors, storytellers and activists to explore how the film could transform education about the role of elephants in ecosystems. The Elephant Queen premiered in London in October during the London Film Festival and has been purchased by Apple.

Amarula Campaign - Don’t Let Them Disappear

Kenya Wine Agency Limited, Corporate Affairs Manager, Gordon Mutugi (left) with Dr Paula Kahumbu, CEO WildlifeDirect (right) next to an ice sculpture placed to commemorate World Elephant Day 2018 at DusitD2 Hotel in Nairobi
On World Elephant Day Amarula and WildlifeDirect launched the #DontLetThemDisappear Campaign by erecting life size elephant ice sculptures in key cities in Brazil, Canada, South Africa and Kenya. The campaign that was first rolled out in 2017 in New York emphasized on the importance of elephants as keystone species in the ecosystem. The melting of the ice sculptures in the key cities depicts the disappearance of African elephants and urgency needed to prevent the species from becoming extinct.

In Kenya, WildlifeDirect teamed up with KWAL, the local distributor for Amarula, to mark the celebrations at DusitD2 Hotel in Nairobi. The event was attended by close to 100 guests consisting of popular media personalities in Kenya.

Using the hashtag #DontLetThemDisappear millions were reached across the globe with a Amarula-Canada appeal tweet being retweeted over 12,000 times. Amarula, from August 2018, through their specially-designed neck tags, informed customers that the company would donate $0.50 to WildlifeDirect for every bottle sold. More than $56,000 was raised for elephant conservation. We are indeed grateful for this huge support from Amarula.

Conferences and Forums

In January, Jim Karani, our Legal Affairs Manager, gave a presentation on Animal Law and Wildlife Crime to law students, lawyers, faculty, and members of the community at Strathmore University in Nairobi. The lecture focused on WildlifeDirect’s efforts to bring wildlife traffickers to justice.

In March, Jim attended the 2018 New Directions in Environmental Law (NDEL) conference in USA. It was hosted by Yale Law School & the Yale School of Forestry & Environmental Studies. He presented on environmental justice concerns in Kenya and how
legal interventions by Government and the private sector are changing conservation.

In April, WildlifeDirect Board member Edward Muriu and Jim Karani, participated in a workshop organized by World Wildlife Fund (WWF) in Hong Kong on increasing transparency and effectiveness in cases of wildlife crime at Island House, Hong Kong.

In May, WildlifeDirect Legal Associate Mary Morrison attended a workshop at the UNODC headquarters in Vienna, Switzerland that focused on understanding and examining the intricate of illicit financial flows related to wildlife crime.

In June, we partnered with the National Environment & Management Authority (NEMA), the African Network for Animal Welfare (ANAW), The Judiciary and Judiciary Training Institute to organize a workshop on Environmental and Land Adjudication in the new constitutional dispensation – revisiting the contentious issues, for all judges of the Environment and Land Court. The Environment and Land Court is Kenya’s principal High Court handling all environmental and land related cases including all cases against developments in protected areas such as LAPPSET, Standard Gauge Railway and pollution.

To commemorate Wildlife Conservation Day in December, we partnered with The Judiciary and Judiciary Training Institute, The Africa Fund for Endangered Wildlife (AFEW) and The Africa Network for Animal Welfare (ANAW) to convene the 8th National Judicial Dialogue on Environmental and Wildlife Crime. This was part of the continuous judicial education for judicial officers and provides a benchmark of outcomes of criminal justice process. 52 participants were in attendance.

Following the newly passed Act of Parliament to provide for offences relating to computer systems – the Computer Misuse and Cybercrimes Act 2018, we hosted a conservation clinic to discuss how the act plays a role in preventing fake news and criminalize hacking and cyber bullying among other provisions in the act. The main discussions touched on how this new law affects our work in wildlife conservation.
Dr. Paula Kahumbu attended the World Economic Forum (WEF) Annual Meeting that was held in Davos-Klosters, Switzerland where she presented a piece titled ‘Hope for Elephants’ to a full room of influential delegates from around the world. Paula’s presentation put emphasis on the need to raise the level of urgency in saving the iconic species that are on the verge of disappearing in our lifetime. This was the first time that wildlife crime featured in the agenda at a World Economic Forum Annual Meeting. She also urged the audience to initiate a new trust fund for African protected areas. She also met with Prince Albert of Monaco at the meeting. Paula is a member of the Board of Directors of Prince Albert II of Monaco Foundation.

Dr. Paula Kahumbu was a keynote speaker at Nature, Environment & Wildlife Filmmakers Congress that took place in South Africa. She shared her conservation journey and about her passion to take African conservation stories to local TV screens around Kenya. She pitched the new television series to different film contacts at the congress. WildlifeDirect will launch a wildlife TV series in 2019.

WildlifeDirect is proud to celebrate Richard Turere and Tiassa Mutunkei, two amazing youth who represent the younger generation in Kenya passionate about conserving wildlife. Over the years, we have walked with these young wildlife warriors and supported them in their quest to pursue conservation goals and inspire others to follow suit.
In September, Dr Paula Kahumbu spoke to 100 young conservation leaders at the launch of the African Conservation Youth Council. WildlifeDirect was recognized as a youth incubator in Kenya.

Trish Sewe-Chief Operations Officer for WildlifeDirect was a speaker at the Global Youth Biodiversity Network (GYBN) where she presented on Creating Successful Campaigns. The Regional Youth Capacity Building Workshop brought together 40 young people from 19 countries across Africa.

Through our internship program other opportunities; WildlifeDirect has created a supportive learning platform for 200 young people across Africa on wildlife conservation empowering them to use their voices and their stories to protect wildlife.

Tiassa Mutunkei the founder of Teens for Wildlife, a youth movement that targets young people with messages about wildlife conservation, fighting poaching and illegal wildlife trade joined the African Leadership Academy in South Africa for her ‘O’ Levels. Richard Turere who invented the lion lights as he wanted to solve the problem lions attacking cattle in his family’s boma. He is now pursuing his ‘O’ Level at the African Leadership University in Rwanda.
Tribute

During the year, the world lost great conservationists in who played important roles in protecting Africa’s wildlife and nature. We pay tribute to the fallen heroes and take this opportunity to send sincere heartfelt condolence to their families and friends.

**Esmond Bradley Martin** was a global authority on ivory and rhino horn trafficking. He was killed early this year in February. We had interacted closely with Esmond on matters to do with ivory trafficking and he always kept us updated on his ivory trade research around the world. Esmond led investigations into ivory and rhino horn trafficking around the world and was at the forefront of exposing the scale of ivory markets in USA, Congo, Nigeria, Angola, China, Hong Kong, Vietnam, Laos and Myanmar. He always collaborated with Save the Elephants and worked with many of us generously sharing his findings and views.

**Christina Anderson** (1980 – 2017) family and friends raised $1,570.00 for WildlifeDirect to honor her memory. Christina was born in Montreal, Canada and earned a Bachelor of Science degree at McGill University. She was a talented artist, portraying animals in their habitats and interested in marine biology. She traveled extensively throughout Kenya in 2002 as part of her studies- from Lake Turkana, to Kakamega, to Maasai Mara and to Kilifi, During this time she fell in love with the country, its people, and its wildlife.

**Dame Daphne Sheldrick** passed away peacefully on April 12 after losing her brave battle against cancer. There are few people in the world who will leave as deep a mark on the psyche of people, nor on the future of a species as Dame Daphne. She knew that the way to win minds was through the heart. The David Sheldrick Wildlife Trust orphanage in Nairobi for the rehabilitation of baby elephants, created a platform for the world to discover their quirky fun characters and personalities, each individual, each thinking, each vulnerable despite their great size.
Sidney Qunta was a conservation champion who fought fiercely to save our parks often putting himself at risk on behalf of so many others. He is remembered as a courageous, honest, humble, dedicated and focused individual. He was a true friend of the wild and was at the front line supporting conservation. Sidney was laid to rest at his home in Iseuri, Kajiado on April 27.

Susan Soila Sayialei, for nearly three decades, dedicated her life to elephants at the Amboseli National Park. She was always devoted to the protection and research of the Amboseli Elephants and its people. She consulted for us on teaching courses, and in our community and educational projects and wrote a page about being an elephant scientist in our children’s book on elephants. Through her passion, her community’s perspective on elephants has changed.

Mr. Julius Kariuki Kimani, Director of Parks and Reserves of Kenya Wildlife Service, was a wildlife conservationist working with the Kenya Wildlife Service for over three decades. Julius was a soft spoken person and a very firm adviser who was always willing to help WildlifeDirect in any way supporting our efforts to ensure children learn about nature and wildlife.

Sudan, The last known male northern white rhino. March 19, 2018 remains etched in our minds and hearts as the day we lost the last known male northern white rhino. Sudan’s passing was harsh reality about the rate with which we are losing critically endangered species. A tribute to Sudan was organized by Ol Pejeta Conservancy to bid farewell to the gentle giant and to raise awareness about the plight facing Africa’s critical species. Our hearts go out to the entire team at Ol Pejeta Conservancy and Kenya Wildlife Service who have been taking care of Sudan and the other two remaining female northern white rhinos and to the rangers who put their lives on the line every day to protect these species from poachers.
## Board of Directors

### International Board

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<td>Zain Verjee</td>
<td>Chair</td>
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<td>Katherine Carpenter</td>
<td>Director</td>
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<td>Asher Jay</td>
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<td>Termeh Rassi</td>
<td>Director</td>
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<td>Sarah Laskin</td>
<td>Treasurer</td>
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### Kenya Board

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<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ali Daud Mohamed</td>
<td>Chair</td>
</tr>
<tr>
<td>Dr. Kamau Gachigi</td>
<td>Director</td>
</tr>
<tr>
<td>Sophie Kinyua</td>
<td>Treasurer</td>
</tr>
<tr>
<td>Chris Diaz</td>
<td>Director</td>
</tr>
<tr>
<td>Margaret Kinnaird</td>
<td>Director</td>
</tr>
<tr>
<td>Edward Muriu</td>
<td>Director</td>
</tr>
</tbody>
</table>

## Team

### Paula Kahumbu
- Chief Executive Officer

### Trish Sewe
- Chief Operations & Head of Communications

### Jim Karani
- Legal Affairs Manager

### Joy Omulupi
- Community Program Manager

### Vincent Ontita
- Education and Outreach Manager

### Anthony Wachira
- Finance Officer

### Abigail Gustafson
- US Office Manager

### Ken Gitau
- Communications Assistant

### Mary Morrison
- Legal Associate

### Franklin Lagat
- Legal Associate

### Benson Maina
- Legal Associate

### Judy Muriithi
- Legal Associate

### Wilkister Adema
- Production Assistant

### Chris Morris
- Investigator, Legal

### Joseph Chughri
- Investigator, Legal

### Diana Kisinga
- Executive Assistant

### Catherine Kasao
- Product Manager

### Interns

- **David Mukabane** - Education and Outreach Intern
- **Esther Matawa** - Education and Outreach Intern
- **Tobias Odacha** - Education and Outreach Intern
- **Richard Turere** - Education and Outreach Intern
- **Eric Hallard** - Education and Outreach Intern
- **Tiassa Mutunkei** - Education and Outreach Intern
Madison Moore  – Education and Outreach Intern
Hiwot Daniel  – Education and Outreach Intern
Alexandra Miller  – Education and Outreach Intern
Usahenomase April Emokpae  – Education and Outreach Intern
Maia Lemann  – Education and Outreach Intern
Cassandra Pendino  – Education and Outreach Intern
Charlotte Ruda  – Education and Outreach Intern
Mimi Cottingham  – Education and Outreach Intern
Eric Hallard  – Education and Outreach Intern
Daisy Makena  – Legal Intern
Fardosa Mustafa  – Legal Intern
Sandra Nowamani  – Legal Intern
Imani Naitori  – Legal Intern
Cynthia Rutto  – Finance Intern
Victoria Wangui  – Communications Intern
Ade Olouch  – Communications Intern
Kevin Somoire  – Community Intern

Consultants
Okari Omariba  – Media Consultant
Shan Bartley  – TV series Consultant
Angela Waithira  – Education Consultant
Irene Akinyi  – Education Consultant
**Partnerships**

- Renewed partnership with Amarula and conducted activations on World Elephant Day erecting life size ice elephant in Sao Paulo-Brazil, Toronto-Canada and Johannesburg-South Africa.
- Launched the Wildlife Warriors program by partnering with Safaricom PLC and leveraging on their 2018 calendar to introduce school children with 12 endangered species featured in the calendar.
- Partnered with Princeton University, the American University and The Amboseli Trust for Elephants for supporting during the Princeton Conservation Education Courses.
- Partnered with Mpala Research Center, Lewa Wildlife Conservancy, Northern Range Land Trust, Princeton, Kenya Wildlife Trust, Marwell Wildlife, Grevy’s Zebra Trust, Laikipia Wildlife Forum and St Louis Zoo during the Great Grevy’s Rally 2018.
- Partnered with the University of Utah on Kids and Goats for Elephants Citizen Science project.
- Partnership with Strathmore University for Judicial Clerkship.
- Partnered with Vivid Features in the production of the Wildlife Warriors television series.

**Photos for conservation**

We are grateful to all those who have joined us in spreading awareness from sharing images to providing facts on the 12 endangered species found in Kenya as per the Safaricom 2018 calendar and providing images to be used in the Elephant Fact Book and the Elephant Activity Book.

Ol Pejeta Conservancy
Mount Kenya Wildlife Conservancy
Action for Cheetahs in Kenya
Colobus Trust
Local Ocean trust
Giraffe Conservation Fund
STM Studios
Usha Harish
Paolo Torchio
Divya Kumar
Victor Kasii
Micheal Poliza
Quinn Parker and Jason
Ruth Starkey
Saba Douglas-Hamilton
Edwin Lusichi
Sharon and Teddy Mitchener
Paula Kahumbu
Chandni Shah
Paul Obuna
Darcy Ogada
Anthony Ochieng’
Ade Oluoch
Ken Gitau
Judy Wangari
Irene Akinyi
Victoria Wangui
Philip van Coller
Lavinia Grant - Wildlife Warriors Passport illustrations
Wildlifedirect’s expenses rose by 24% to Ksh. 70,869,352 in 2018 from Ksh. 57,109,057 in 2017.

WildlifeDirect Statement Of Comprehensive Income as at 31 December 2018

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>INCOME</td>
<td>101,660,398</td>
<td>48,871,408</td>
</tr>
<tr>
<td>EXPENDITURE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SALARIES AND WAGES</td>
<td>27,975,145</td>
<td>32,705,256</td>
</tr>
<tr>
<td>OPERATING PROGRAM EXPENSES</td>
<td>37,732,550</td>
<td>16,981,018</td>
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<tr>
<td>ADMINISTRATION EXPENSES</td>
<td>5,161,657</td>
<td>7,422,783</td>
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<tr>
<td></td>
<td>70,869,352</td>
<td>57,109,057</td>
</tr>
<tr>
<td>FUND BALANCE/ (DEFICIT) C/FWD</td>
<td>30,791,046</td>
<td>(8,237,649)</td>
</tr>
</tbody>
</table>

WildlifeDirect Statement of Financial Position as at 31 December 2018

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASSETS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-Current Assets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Property, plant and equipment</td>
<td>3,235,647</td>
<td>3,561,745</td>
</tr>
<tr>
<td>Intangible Assets</td>
<td>100</td>
<td>8,800</td>
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<tr>
<td></td>
<td>3,235,747</td>
<td>3,570,545</td>
</tr>
<tr>
<td>CURRENT ASSETS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Receivables and pre-payments</td>
<td>6,399,647</td>
<td>4,302,522</td>
</tr>
<tr>
<td>Fixed deposit</td>
<td>2,623,411</td>
<td>6,229,144</td>
</tr>
<tr>
<td>Cash and Bank balances</td>
<td>31,690,609</td>
<td>10,531,666</td>
</tr>
<tr>
<td></td>
<td>40,713,667</td>
<td>10,531,666</td>
</tr>
<tr>
<td>TOTAL ASSETS</td>
<td>43,949,414</td>
<td>14,102,211</td>
</tr>
<tr>
<td>FUND AND LIABILITIES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capital fund</td>
<td>3,235,747</td>
<td>3,570,545</td>
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<tr>
<td>Restricted funds</td>
<td>38,217,695</td>
<td>20,638,066</td>
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<tr>
<td>General fund</td>
<td>(1,571,082)</td>
<td>(13,916,998)</td>
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<tr>
<td></td>
<td>39,882,360</td>
<td>10,291,613</td>
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<tr>
<td>Current Liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trade Payables and accruals</td>
<td>4,067,053</td>
<td>3,810,598</td>
</tr>
<tr>
<td></td>
<td>4,067,053</td>
<td>3,810,598</td>
</tr>
<tr>
<td>TOTAL FUNDS AND LIABILITIES</td>
<td>43,949,413</td>
<td>14,102,211</td>
</tr>
</tbody>
</table>
Donors

Organizations

• Alvord Center for Global & Environmental Studies
• Bastet
• Bodega Studios
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• Chandaria Family
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• Wind River
• Whitley-Segré Conservation Fund
• Whitely Fund for Nature

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• Wendy Cimicata
• Wyatt Starosta
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.