

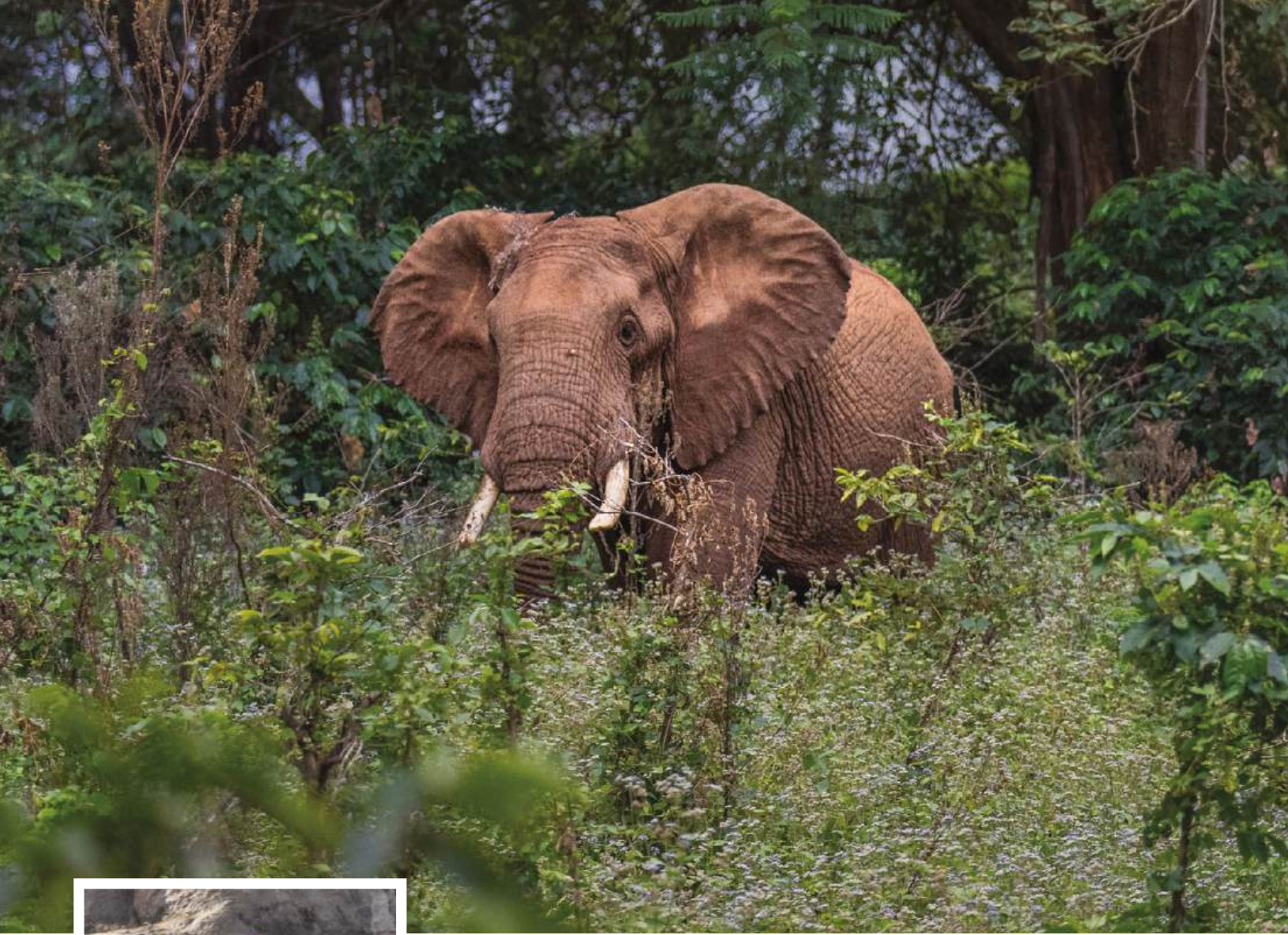


**African People  
& Wildlife**

## **Finding Balance in a Changing World**

**2024 ANNUAL REPORT**





**Above:** From the field to the lecture hall, Dr. Laly Lichtenfeld brings lessons from the savanna to institutions like the Yale School of the Environment, where she spoke in 2024 about the future of community-led coexistence.

## From the CEO

This year, the meaning of balance took on new depth. Communities navigated extreme weather, crop losses, and the pressures of growing populations. Yet in the midst of change, we witnessed something remarkable. Pastures returning to health in Longido. Youth stepping forward as habitat monitors in Mkomazi. Women across the Maasai Steppe earning income from native honey while mentoring each other. An impressive drop in elephant conflicts in Ngorongoro. And in Mikumi, teams expanded carnivore protection to new frontlines.

These moments weren't easy. They were earned by listening, showing up, and choosing the hard work of coexistence again and again. They happened because supporters like you stood with us.

**From all of us at APW, thank you for another year of partnership.**

*Laly Lichtenfeld*

Laly L. Lichtenfeld, Ph.D.  
Co-Founder and Chief Executive Officer  
African People & Wildlife





## IMPACT HIGHLIGHTS



**80**

rural communities  
engaged with APW



**3.2M**

acres across all 6 of our  
conservation landscapes



**2,104**

Living Walls now installed  
in conflict hotspots



**176**

Warriors for Wildlife  
and local game scouts  
promoting coexistence



**58**

savanna monitors  
collecting ongoing data  
about grassland health



**3,650**

people earned income for  
participation in habitat  
restoration activities



**Map:** Conservation landscapes include districts with high biodiversity and high conflict in regions across northern and central Tanzania: Greater Serengeti (pictured above), Tarangire-Manyara, Greater Lake Natron, West Kilimanjaro, Greater Mkomazi, and Greater Mikumi.





# Coexistence in Action

## Protecting Livelihoods, Saving Carnivores and Elephants

From the Greater Serengeti to Mkomazi, African People & Wildlife's frontline teams of Warriors for Wildlife responded to thousands of conflict events in 2024, working with 71 communities to protect both people and wildlife.

### BIG CATS

In the Tarangire-Manyara region, lion attacks resulted in livestock losses. Warriors for Wildlife de-escalated tensions and prevented retaliation in all but one case, protecting eighteen lions and one leopard. In Mikumi, four newly trained officers prevented all reported retaliation against carnivores.

### LIVING WALLS

In tandem with rapid-response efforts, communities invested in long-term prevention. 105 new Living Walls were installed, offering nighttime protection for 1,021 additional people and their livestock, and planting 10,275 new trees.

### ELEPHANTS

Meanwhile, in Ngorongoro, elephant-related crop damage remained a top concern. Officers responded to more than 1,200 elephant events. Using chili smoke bricks, air horns, and coordinated patrols, teams reduced peak-season crop raiding by 52% compared to 2023.

# 891

livestock-carnivore  
conflicts responded to by  
officers in 2024

# 500+

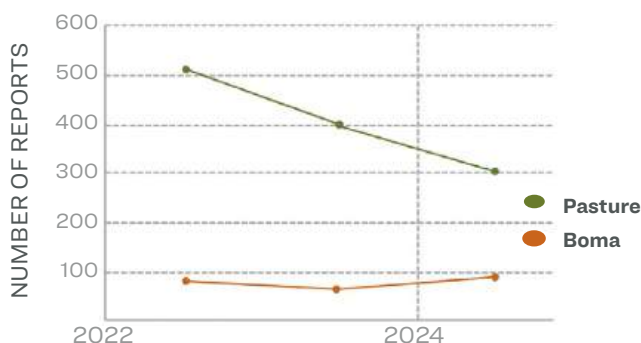
lions estimated to be  
living in areas protected  
by APW programs

# 400+

attendees at herder  
education meetings in  
Greater Lake Natron

# 1,500+

trees planted for new  
Living Walls installed in  
Greater Mkomazi



### DECLINE IN GRAZING CONFLICTS

As part of the Land for Life initiative, targeted efforts in Greater Lake Natron have led to a sharp, sustained decline in human-wildlife conflict while at pasture.

**Top:** A human-elephant coexistence officer (right) discusses practical elephant conflict mitigation tools with a farmer (left) near Ngorongoro.





### **LEOPARD SIGHTINGS TRENDING UPWARD IN WEST KILIMANJARO**

Leopard observations by Warriors for Wildlife in West Kilimanjaro have more than tripled since 2021, suggesting a rise in local populations and improved monitoring. This progress shows how important it is to support trained local officers, whose work helps track wildlife over time and who are able to respond quickly when conflicts arise.









## FINDING BALANCE THROUGH SPORT

In the Greater Serengeti, a local soccer tournament became a tool for bringing villages together to learn practical strategies for living safely alongside elephants. This approach has since expanded to the Greater Lake Natron landscape as APW's human-elephant coexistence programming has been invited to new communities.





## BEE BUSINESS

From hives to incomes, Mama Asali Queen Bees are taking the lead. With the addition of a new sales reporting form, they are tracking harvests, sales, and business growth—giving us a clearer picture of the program's economic impacts than ever before.





# Women Leading Conservation

## Harnessing the Power of the Hive, From Eco-Enterprise to Mentorship

It was another year of sweet solutions from the Women's Beekeeping Initiative. More than 2,000 hives are monitored quarterly, with colonization rates at 75%. This is a strong indicator that hives are in the right locations and ready to support habitats and local livelihoods. Throughout the year, women turned honey sales into income for their families, seed capital for new ventures, and funds for medical care.

In 2024, 19-year-old Einoth Laizer became a Queen Bee, a village-level program assistant trained to lead her peers. "Beekeeping has transformed my life," she shares. "The income from selling honey has paid for my siblings' school fees and health needs for my family."

### NATURE-POWERED PRODUCTS

Mama Asali entrepreneurs continued to develop beeswax-based products like lotion bars and soaps. These items offer eco-friendly alternatives to imported goods, reduce pressure on forests, and create pathways for women to build identity and income across northern Tanzania.

“

**Before, many women were shy to speak. Now they come with ideas, they ask questions, they support each other. Beekeeping is not only for money. It gives us strength.**

**FATUMA SALUM**  
WOMEN'S EMPOWERMENT OFFICER

### EMERGING LEADERS

Empowerment extended beyond enterprise in 2024. As Queen Bees stepped into mentoring and leadership roles, APW expanded its African Women in Conservation mentorships, offering hands-on training in education, beekeeping, grassland management, and conflict mitigation. Eight new mentees gained real-world skills, shadowed field officers, and led outreach in partner communities.

**Right:** The Women's Enterprise Center in Loibor Siret is full of new products (top). Mentees practice using airhorns to deter elephants from crop raiding (bottom).

# 1,944

beekeepers participating in the program, which has harvested 25 tons of crude honey since 2016

# 21

women leaders serving as local program assistants, 12 of whom were trained as community health champions in 2024







# Educating for Impact

## Investing in Knowledge, Leadership, and Local Solutions

From youth clubs to technical trainings, APW's education programs are helping young people gain the knowledge and skills to shape the future of their communities. The Noloholo Environmental Center plays a key role, serving as a gathering place for learning, exchange, and hands-on experience.

To date, more than 19,900 students have taken part in APW education programs to explore conservation in ways that connect to their daily lives and future goals.

At the inaugural Women & Wildlife Camp, girls like Matasia Bahati (left) discovered new possibilities, inspired by African Women in Conservation mentees. "It was my first time seeing women working in wildlife conservation," she said. "I saw that it could be me."

### LINKING HEALTH & ENVIRONMENT

In 2024, APW updated our school curricula that connect land use, family well-being, and gender equity in ways that are age-appropriate and culturally sensitive. These health and environment lessons are now being adapted for broader use across community teams, including Warriors for Wildlife and Queen Bees.

### SHARING WHAT WORKS

As interest in our ACTIVE™ Community Engagement framework grows, APW provided hands-on training to organizations including Wild Bird Trust, the Foundation for Civil Society, and the Aid by Trade Foundation. The model's success led APW to co-host the 18th International Conference on Community-Based Adaptation to Climate Change (below), where we shared our approach, lessons learned, and field-based solutions with global participants seeking locally-led solutions.

**2,758**

active members of 24 wildlife clubs

**33**

past members now serving as youth mentors

**96**

wildlife club members awarded education scholarships

**17**

scholars completed higher education, with 16 more in progress







## TOOLS FOR TOMORROW

Wildlife club members and campers explore how science and technology can help solve conservation challenges through hands-on activities like species identification and grassland surveys. These experiences connect science with action, equipping students with skills to lead in a changing world.



## SYMBOLS OF STRENGTH

As APW reaches its 20-year milestone, sightings like this remind us what's at stake—and what's possible. These cubs reflect a growing lineage of survival, matched by new generations of leaders committed to coexistence.









## Hali ya Malisho ya Ngoley

KATI YA TAREHE  
No date selected

ENEO  
Mkuyu



Uzo wa Kati / Anditi Tapu  
Mwaka Jare

Uzo wa Kati  
94.4%

Anditi Tapu  
5.6%

Uzo wa Kati / Anditi Tapu  
Mwaka Huu

Uzo wa Kati  
100%

19 of 67

Mkuyu  
2/28/2021, 9:55 AM



Picha Rarazani

Mwezi Huu  
2/18/2025, 11:28 AM



## READING THE LAND

A rangeland monitoring dashboard displays comparative field photos alongside local data on vegetation height, invasive species frequency, pastoralists' perceptions of rangeland quality, and percentage of bare ground.

The top left line graph shows the proliferation of an invasive species over time, followed by its rapid decline after an invasive species removal project.





# Innovation at Savanna-Scale

## Blending Knowledge to Revive Grasslands

Local grazing committees are restoring some of the region's most fragile grasslands. In 2024, habitat monitors tracked grass height, bare ground, and invasive species across more than 184,000 acres. Their observations guided joint village grazing plans that support livestock while preserving open spaces and healthy plant communities for migrating wildlife.

**10,200**  
acres of habitat  
restored or improved with  
24 community projects

**13**  
consecutive years of stable  
herbivore populations across  
monitored areas

In the Greater Natron landscape, the results of APW's Sustainable Rangelands Initiative are striking. Drawing on traditional ecological knowledge, community members used uprooted invasive shrubs to fill gullies—an effective, low-impact method that avoids using materials like sandbags or other unsustainable resources. Within months, native grasses returned, stabilizing soils and providing fresh forage for both cattle and zebras.

### TECH TEAMWORK

None of this would be possible without the Monitoring, Evaluation, Learning & Adaptation team, which transforms on-the-ground data into clear, interactive dashboards at APW's Conservation Technology Centers. These tools help communities, grazing leaders, and government partners evaluate the landscape and make informed decisions.

In a changing climate, this kind of knowledge-sharing and coordination across all levels of decision-makers is key to conserving grasslands that will endure.







# Financial Health

## Statement of Contributions and Expenses\*

Period: January to December 2024

### Contributions

Government and International Aid	\$839,645
Grants and Foundations	\$788,027
Individuals	\$703,919
In-Kind Services	\$251,522
Program Services	\$233,184
Corporations	\$75,001
Investment Income	\$31,213
<b>Total Contributions</b>	<b>\$2,922,511</b>

### Expenses

Conservation Programs	\$2,151,748
Fundraising	\$143,181
General and Administration	\$103,436
<b>Total Expenses</b>	<b>\$2,398,365</b>

## Statement of Financial Position\*

As of December 31st, 2024

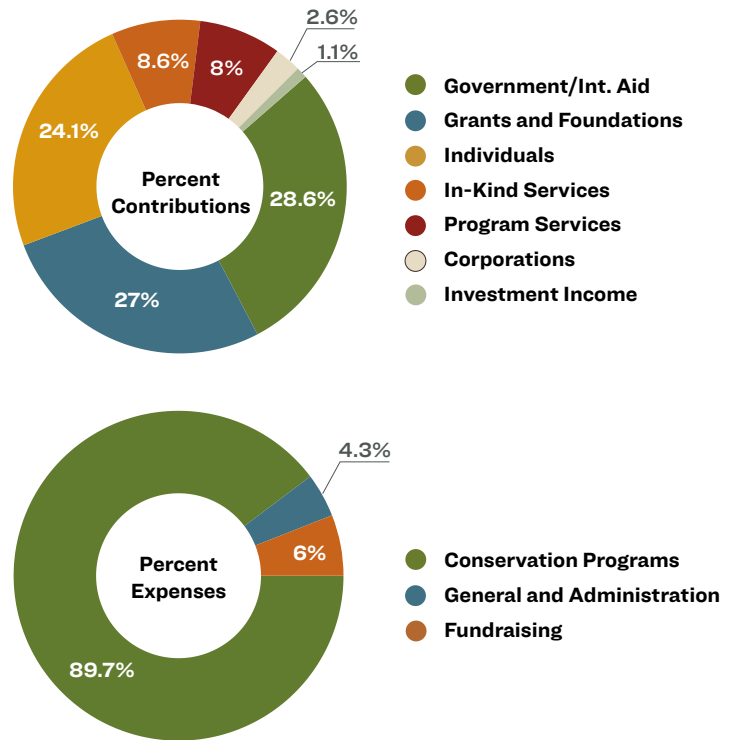
### Assets

Cash and Cash Equivalents	\$1,249,628
Pledges & Grants Receivable (Noncurrent)	\$1,132,320
Land and Buildings	\$484,646
Property and Equipment	\$488,641
<b>Total Assets</b>	<b>\$3,355,235</b>

### Liabilities and Net Assets

Liabilities	\$-14,283
Beginning Assets	\$3,735,018
Change in Net Assets	\$-365,500
<b>Total Liabilities and Net Assets</b>	<b>\$3,355,235</b>

\*Combined total for African People & Wildlife and Tanzania People & Wildlife. Audited financial statements of the latest fiscal year are available for both organizations.



## Year-Over-Year Comparison

2024

2023

### Total Expenses

\$2,398,365

\$2,213,086

### Total Contributions

\$2,922,511

\$2,204,618

### Net Assets End of Year

\$3,355,235

\$3,735,018





# Partners & Supporters

We are grateful to our growing community of supporters whose generosity and collaboration advance lasting coexistence.

## Donor Appreciation

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African People & Wildlife is deeply thankful for the many individuals around the world whose generous gifts are not listed here due to space. Each act of support, at every level and from every walk of life, leads to solutions that create balance for people and wildlife.

## Visionaries & Wild Champions

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We extend heartfelt thanks to our Visionaries—individuals whose major gifts, legacy contributions, and multiyear commitments help advance our long-term growth. We're also sincerely grateful to our Wild Champions, whose annual gifts of \$1,000–\$25,000 provide vital, sustaining support for our work.

## Foundations and Organizations

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Aid by Trade Foundation  
Conservation Nation  
CHASE Africa  
Disney Conservation Fund ♦  
Elephant Crisis Fund - *An initiative by Save the Elephants and Wildlife Conservation Network*  
Global Conservation  
Jonas Philanthropies  
JPMorgan Chase Foundation  
Maryland Zoological Society  
Naples Zoo ♦  
National Geographic Society ♦  
Novum Foundation  
Regina Bauer Frankenberg Foundation  
Sacharuna Foundation  
Tusk Trust ♦  
Wild Bird Trust  
Wildlife Conservation Network's Lion Recovery Fund ♦  
Wildlife Conservation Network's WISE Fund  
Wings Women of Discovery

## Businesses and Corporations

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Art Inspired by Africa ♦  
Esri ♦  
Google Ad Grants ♦  
Share the View ♦

## In-Kind Contributors

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Rosalie Ballantine ♦

## International Government Agencies

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Belgian Aid ♦  
UK Aid ♦  
UK Darwin Initiative ♦  
United States Fish and Wildlife Service  
United States Forest Service

## Partners in the Field

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College of African Wildlife Management  
Foundation for Civil Society  
International Institute for Environment and Development  
Ngorongoro Conservation Area Authority  
Ngoteya Wild  
Northern Tanzania Rangelands Initiative  
Oikos East Africa  
SORALO  
Tanzania National Parks Authority  
Tanzania Wildlife Authority  
Tanzania Wildlife Research Institute  
Tanzanian Local and Regional Government Authorities  
Tanzanian Ministry of Livestock and Fisheries  
Tanzanian Ministry of Natural Resources and Tourism  
Tarangire Lion Project  
The Nature Conservancy  
The Open University of Tanzania  
Trias  
Wildlife Direct  
World Wildlife Fund

## Special Recognition

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Our work is made possible through the leadership of Tanzanian government authorities and the active participation of local communities across our conservation landscapes. Their collaboration is foundational to every success. Additional thanks go to the volunteers, interns, and in-kind supporters—like the skilled team at Esri—whose contributions significantly amplify our impact.

*Support covers the period between 1/1/24 and 12/31/24 and includes pledges and grants receivable; donations made to Tanzania People & Wildlife are also reflected.*

♦ Donors for three or more consecutive years



# Support Coexistence

**Every Living Wall. Every youth leader. Every elephant spared and habitat protected. Your continued support of African People & Wildlife makes this possible.**

## DONATE TODAY

Your one-time or recurring donation directly supports frontline conservation programs, from conflict prevention to environmental education. Monthly gifts are especially powerful, providing reliable support that helps us plan ahead and respond quickly to new challenges.

To donate by mail, please use the address included below. For online giving, visit: [www.africanpeoplewildlife.org/donate](http://www.africanpeoplewildlife.org/donate).

## BE A WILD CHAMPION

With an annual contribution of \$1,000 or more, you become a Wild Champion in our conservation family. APW's Wild Champions receive special updates, early invitations to events, and behind-the-scenes access to our work on the ground.

## PLAN A LEGACY GIFT

A gift in your will or trust, or a beneficiary designation through your retirement or life insurance plan, can leave a lasting mark on the landscapes and communities we serve.

## GIVE VIA DONOR-ADVISED FUNDS

Put your Donor Advised Fund to work for conservation. Designate African People & Wildlife as a beneficiary to support our urgent work without touching cash reserves.

## MAKE A GIFT OF STOCK

Donating appreciated stock can maximize your impact while offering potential tax advantages. We can accept direct transfers and will work with your advisor to ensure a smooth, timely process.

P.O. Box 624  
Bernardsville, NJ 07924

Phone: (908) 642-1540  
Email: [giving@africanpeoplewildlife.org](mailto:giving@africanpeoplewildlife.org)

*African People & Wildlife is a U.S.-registered 501(c)(3) non-profit organization.  
All donations are tax-deductible to the full extent of the law. EIN: 20-3153855*





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As we celebrate 20 years of community-led conservation, the team is more committed than ever to making every contribution count. This work runs on trust, hard work, and the belief that change starts with local people. Your support goes directly to the heart of the work.

CHARLES TROUT  
CO-FOUNDER AND CHIEF PROGRAM OFFICER





# African People & Wildlife

CELEBRATING **20** YEARS

Our mission is to protect wildlife, invest in people, and restore balance to Africa's vital ecosystems through effective conservation action, applied science, and collective impact.

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Visit [africanpeoplewildlife.org](http://africanpeoplewildlife.org) »

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