



working together to protect
wilderness, wildlife, and people

2017

Annual Report





alone
we can
do so
little,
together
we can
do so
much.

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of a breathtaking year
for wilderness

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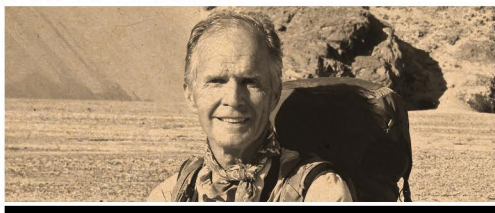




2017 **REVIEW**

What is the origin of change? More than 40 years ago WILD's founders, Ian Player and Magqubu Ntombela, a white man and a black man working together in racist apartheid South Africa, uncovered the secret to successful conservation programs. Their discovery sparked a movement, and is the bedrock of WILD's mission and methods to this day.

Letter from the **PRESIDENT**



What's the first step you'd take to change the world and defend nature?

In 2017 I confronted this question a lot. It came from top government officials in China, high-level Nature Needs Half partners in D.C., and especially from up-and-coming conservation leaders.

And the answer really depends on one person: you. What are you good at? What inspires you? If you excel at scientific research then that's a good place to start. Do you have the resources to head up an anti-poaching effort? Then by all

means, do it! Positive Change campaigns? Lifestyle adjustments? All good, in my book.

There's only one problem with this individualized approach to saving the world. Without a concerted effort around shared objectives and timelines, one person's energy and enthusiasm – that is to say, your energy and enthusiasm - might not add up to much, especially in remote places where resistance to change is high.

And that's why my personal answer to this question is always the same: I like to start by finding others with similar goals to mine, and then work with them to bring as many strengths to the table as possible. After all, when the odds are stacked against nature, as they so often are, we must collaborate in order to prevail.

Sure, there's a lot of things nature needs right now, but ultimately, her destruction isn't due to a lack of manpower. In fact, in 2017 there are more environmental NGOs than at any other time in the history of our movement. Nevertheless, the loss of the natural

world accelerates to devastating effect.

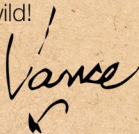
What nature needs now, more than anything, is for us to work together. When we build bridges across the institutional, organizational, cultural, national, and even ideological obstacles that divide us, we build the capacity to have a collective impact. More importantly, we mobilize others to do what we cannot do alone: transform an entire planet for good.

That's why this annual report is dedicated to presenting the opportunities WILD identified this year – and leveraged! – to bring people together and create maximum gains for nature.

Teamwork. Collaboration. Empowerment. Results.

This is what we do. In terms of game-changing strategies for the planet, it might sound a bit humble, but it works. I know that when each and every one of us puts it into practice nature will flourish once again.

Let's keep it wild!

A handwritten signature in black ink that reads "Vance". The signature is written in a cursive, flowing style with a small flourish at the end.

President, WILD Foundation





WILD10



10° CONGRESO
MUNDIAL DE
TIERRAS
SILVESTRES/

Our Mission

WORKING TOGETHER FOR NATURE

The WILD Foundation empowers environmental leaders to work together and maximize protections for wilderness, wildlife, and people.

Caring for nature is the first step towards taking better care of each other. We cannot afford the crushing loss of biodiversity occurring all around us, especially vulnerable human communities in the developing world who experience the most hardship as a result of the “sixth mass extinction.”

Taking care of nature and each other is a community effort, and requires us to work with one another, uniting our strengths, overcoming our weaknesses, and collaborating to forge the best solutions possible.

In 2017, WILD embraced exciting new opportunities to build and strengthen communities around the world, communities that will sustain long-term gains for nature. This report provides a glimpse into the work those teams are already accomplishing.

Our Symbol

A WILD LEAF OF THE PEOPLE

The Erythrina tree flourishes beside many a homestead in South Africa. It's commonality is the very reason why Magqubu Ntombela, one of WILD's cofounders, selected it as the symbol of our movement.

"Take this leaf," he said. "It comes from a tree that is a tree of the wild and you will also find it next to every kraal. It is a tree of the people too."

To this day, the Erythrina leaf's four points inspire us to remember the interconnectedness of all things – person to society, person to soil, person to person, and person to spirit – and the need for respect to sustain life and all that it nourishes.







Global **POLICY**

Changing hearts and minds in global institutions yields seismic gains for wilderness around the world. Discover how WILD leverages collaboration and partnership to open new doors for the protection of nature.



Global Policy

RESOLUTION 25

(IUCN Recommendation 102)

On September 9, 2016, the world voted to keep industrial extraction out of protected areas. How has this transformed the conservation of nature?





In a near unanimous decision at the 2016 World Conservation Congress (WCC), the International Union for the Conservation of Nature (IUCN) voted to approve Resolution 25 (which later became IUCN Recommendation 102) and officially commit to opposing industrial mining, logging, and drilling in designated nature reserves.

This WILD-led collaborative initiative ended tacit support at the IUCN for industrial extraction in terrestrial and marine protected areas, and paved the way for higher quality protected areas around the world. How has Recommendation 102 changed the way protected areas are made?

[RESOLUTION 25]

As of 2017, 5.7% of Earth's oceans and 15% of its total land area are protected. All indicators suggest that the international community is on track to meet the 2020 global targets which establishes 10% marine and 17% terrestrial as the new baselines. As a direct result, IUCN Recommendation 102 will strengthen protection for 4% and 2% of Earth's total marine and land area, respectively, in the first four years of its existence.

Many thanks to the coalition partners who helped realize Recommendation 102, including the GAIA Foundation, Zoological Society of London, IUCN Council, Sacred Lands, ICCA Consortium, and others.



SQUARE KILOMETERS OF NEW CONSERVATION AREAS SUBJECT TO RESOLUTION 25

14,400,000+

square kilometers (5.5 million square miles) of marine conservation areas

3,000,000+

square kilometers (1.16 million square miles) of terrestrial conservation areas

Global Policy

NATURE NEEDS HALF

To avert the 6th mass extinction we must protect 50% of Earth's surface by 2050. Here's how we're going to do it.

The Kayapo people are defending 11 million hectares of Amazonian rainforest against the irreparable devastation caused by illegal industries. Their large-scale approach to conservation, based in cultural respect for nature and strategic partnerships with outside NGOs, make them an outstanding partner in the Nature Needs Half Network. WILD collaborates in the Kayapo Project with the International Conservation Fund of Canada, Environmental Defense Fund, Associação Floresta Protegida, and Instituto Kabu.







15

...

1st

...

12

Conservation
thought leaders
in attendance

NNH Network
strategic planning
session (April 2017)

Monthly meetings
for improvements
in coordination

[NATURE NEEDS HALF]

Protected areas are the cornerstone of biodiversity. . .

And offer a unique strategy for solving the biodiversity crises: protect Earth's wild ecology and end the sixth mass extinction. That is why the Nature Needs Half Network has identified 846 ecoregions which shelter and nourish the 8 million species, including humans, that inhabit Earth.

Using this roadmap we are developing a strategy for a healthier planet and better relationship with nature.

What began in 2009 as an ambitious vision for a sustainable world is now a global ground game to protect 50% of the planet by 2050, one ecoregion at a time, for the defense of nature, people, and all life on Earth.

Global Policy

NAWPA

The North American Inter-Governmental Wilderness & Protected Area Agreement (NAWPA) brings together 6 agencies across 3 countries to manage wild nature at the continental scale. How is this agreement changing the way agencies think about nature?

Then US Secretary of Interior, Ken Salazar, and Mexican Secretary of Environment, Juan Elvira, sign a bi-national cooperative conservation plan for transnational wilderness on the US-Mexican border. This WILD-initiated agreement, contemporaneous to NAWPA's formation, demonstrates the power of North American continental-scale conservation, and shifts land management priorities in North America towards a more integrated, large-scale vision of nature.



[NAWPA]

"Conservation challenges must incorporate a transboundary vision that can help us walk together and collaboratively tackle today's challenges especially on topics related to biodiversity, climate change, and landscape connectivity."

Alejandro Del Mazo Maza, National
Commissioner, CONANP Mexico

NAWPA
agencies
manage
15% of the
continental
landmass.



NAWPA was born in 2009 at our 9th World Wilderness Congress, and is comprised of the six largest North American land and resource management agencies. WILD facilitates NAWPA at the request of all agencies.

In 2017, the NAWPA partnership conceptualized solutions that enhance the stewardship of North American protected areas and wilderness, prioritizing:

INCLUSIVITY

Fostering management practices in protected areas that are respectful and inclusive



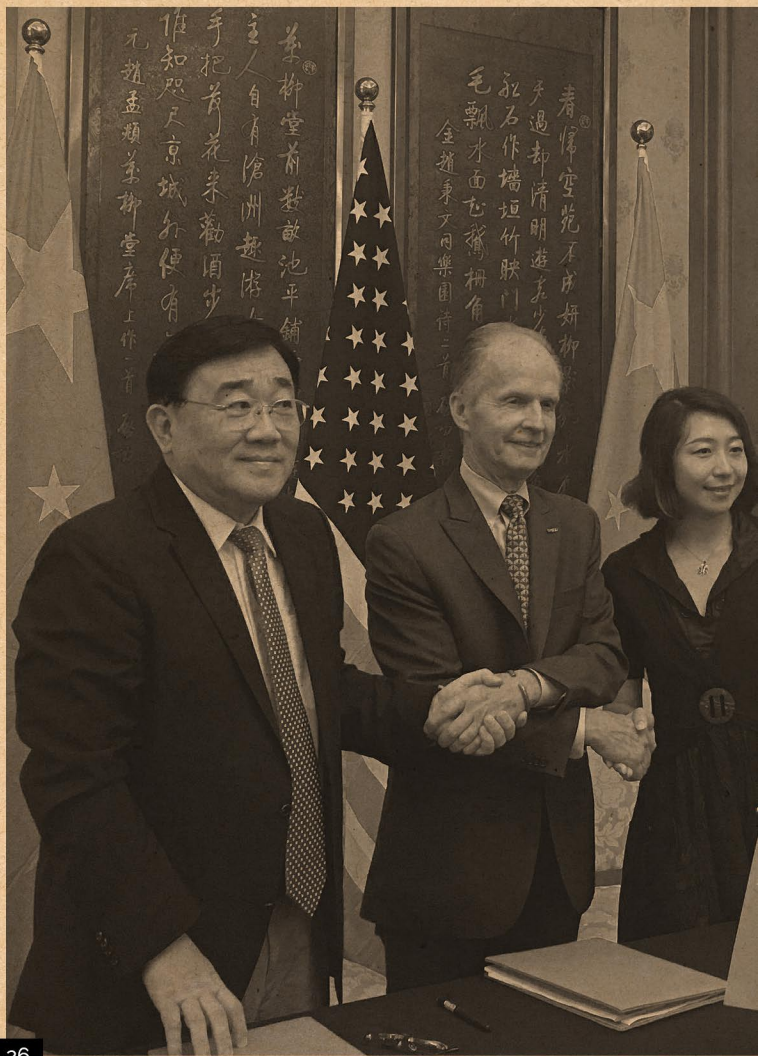
CONNECTIVITY

Enhancing connectivity between conservation areas.



COLLABORATION

The first-ever comprehensive assessment of land-based conservation in North America.



National **COALITIONS**

Emboldening leadership at the national level creates a cascade of benefits and opportunities for wilderness across a multitude of agencies, institutions, and policy venues. Here's how WILD's national partnerships yielded surprising results in 2017.



National Coalitions

MALI ELEPHANT

Years of relationship building between local and national leaders in Mali have yielded a critical success for the survival of one of just two remaining desert elephant herds.

Top: The captain of our anti-poaching unit shakes hands with a village elder after establishing an agreement that brings greater stability to the elephant range. Bottom-left: An army medic treats an elderly man brought to a village by donkey cart. Within the elephant range, the Mali Elephant Project is the only source of professional medical care.







Mali's national government is reinforcing local leadership for elephant conservation, and is turning the tide against ivory poaching and habitat loss. The Mali Elephant Project is an outstanding example of how local and national teamwork for nature creates lasting solutions for all.

The Mali Elephant Project is a joint project of WILD and the International Conservation Fund of Canada working with the Malian Government, Chengeta Wildlife, US Fish & Wildlife Service, and others.



[MALI ELEPHANT PROJECT]

Early in 2017, President Ibrahim Boubacar Keïta issued an executive decree inspired and guided by the Mali Elephant Project, instructing all relevant sectors of the Malian government to work together to protect Mali's elephants. This declaration is a game changing development for WILD's collaborative work in Mali, as it calls for:

LESS RESISTANCE

Lowers bureaucratic resistance to elephant protection related activities.

MORE RESOURCES

Strengthens the fully operational deployment of Mali's first government anti-poaching unit (APU).

STRONGER FOUNDATION

Builds a strong foundation for the one-of-a-kind partnership between the United Nation's MINUSMA security forces, Mali's National Army and Ministry of Environment, and the Mali Elephant Project.

National Coalitions

WILD China Project

Nature needs us to work together with China. Here's how the WILD Foundation is establishing an authentic East-West movement with the potential to revolutionize conservation world-wide.

In China, awareness and alarm regarding the consequences of rapid industrialization motivated the 2007 adoption of Ecocivilization, a national directive that seeks to harmonize Chinese policies with nature.

The objective of the WILD China Project is to make a substantive contribution to Ecocivilization by fostering greater awareness and respect for the role of wilderness and wild nature as the foundation of human well-being.

WILD, in partnership with many Chinese colleagues, is starting a new conversation in China that includes wilderness for the first time and encourages a return to the millenia old Chinese philosophical tradition that exalts the oneness of humanity and wild nature.



[WILD China Project]

Our results in 2017
include:



CULTURE

Working with China Institute for Strategy and Management, WILD invited the National Museum of Wildlife Art (Jackson, WY) and is facilitating discussions on a global wildlife art exhibition series and museum in China.



SCIENCE

WILD encouraged the first “National Inventory of Wilderness in China” authored by Professor Yang Rui & Yue Cao.



POLICY

Helped facilitate China’s first peer-reviewed academic journal dedicated to the wilderness concept (Journal of Landscape Architecture, 2017).





Conservation **FRONTLINES**

Conservation leadership is needed everywhere, especially at the grassroots level where embattled communities experience first-hand the consequences of environmental degradation. Here's where WILD strengthened grassroots leadership in 2017.



Conservation Frontlines

COALITIONWILD

When a young conservation leader has self-belief and is supported by peers and mentors; is empowered with ideas and knowledge; has access to leadership resources, advice, and learning, and is visible and vocal – then this visionary can demand a better environment, create new protections for nature in and around his or her community, and make choices that lead to a more sustainable world.

A young boy proudly plants an orchard tree in a community garden. He is a student in a CoalitionWILD partner program in Haiti which is eradicating poverty, increasing food sovereignty, and improving the country's environment, one garden at a time.



[COALITIONWILD]

"Just having someone to lean on for support is huge. I feel more confident in the field and facing certain obstacles in management and communication that my mentor has empowered me to overcome."

CoalitionWILD member





CoalitionWILD helps promising young activists to reach their full potential as environmental leaders for the benefit of nature now and in the future.

In 2017, CoalitionWILD helped dozens of youth leaders in over 14 countries reach their conservation goals by providing the following services:

12 US Department of Interior mentorships

Offering passionate young conservation leaders professional guidance and support.

350+ animals saved

Spanning 8 endangered species saved by CoalitionWILD Project Leaders combating illegal trafficking, poaching, and habitat loss.

40 partner programs

Providing critical peer learning and support.

250+ youth trained

In conservation initiatives by CoalitionWILD Ambassadors in Haiti and Nepal.

Conservation Frontlines

MALI ELEPHANT PROJECT

The greatest weapon against poaching in Mali is community engagement with the Mali Elephant Project.



Above: Children in the elephant range gather to discover more about Mali Elephant field personnel. Bottom: Mali Elephant Project field coordinator, Nomba Ganame, and Aoua Cherif Doumbia, representing the government of Mali, accept the prestigious UN Equator award on September 17, 2017 for reducing poverty through the conservation and sustainable use of biodiversity.





The Mali Elephant Project continues to improve the lives of people in Mali and protect one of the last remaining desert elephant herds in the world. For its many accomplishments in the development and conservation sphere, it was awarded the United Nations prestigious Equator Award in September 2017.

[MALI ELEPHANT PROJECT]

Here are a few ways the Mali Elephant Project protected elephants in 2017:



Community meetings
in the remote desert

Participants in
attendance

Ethnic groups
working together

4 TRAINING WORKSHOPS

for 231 women to drive income-generating initiatives.

57 NEW ECO-GUARDIANS

trained to monitor elephants, report habitat abuse, and collaborate with the anti-poaching unit (APU). Total trained eco-guardians in the field: 657.

1st ANTI-POACHING UNIT IN MALI

trained and deployed in the elephant range.

3 NEW SNIFFER DOGS

introduced to the desert to detect ivory traffickers.

Conservation Frontlines

WILD BOULDER

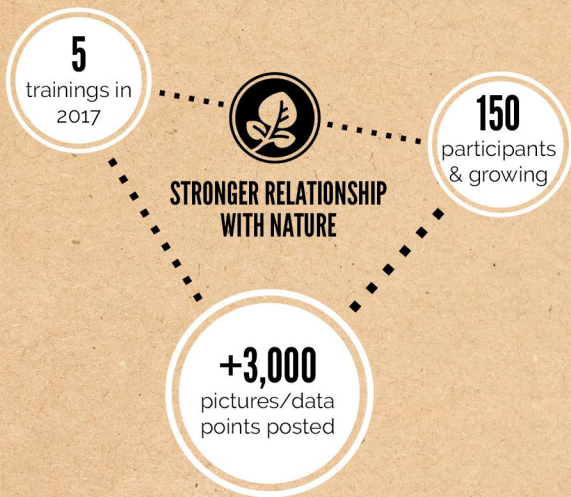
(Colorado, USA)

Wild Boulder is a citizen science program that helps local land managers improve open space and deepens community respect for nature.

Stimulating awareness and appreciation for wild nature in urban areas can be difficult. By building relationships between urban residents and land managers through citizen science engagement, Wild Boulder is recruiting and mobilizing new advocates for nature.

Dave Sutherland, a City of Boulder, Colorado naturalist, teaches program participants to photograph wildlife and upload pictures onto the iNaturalist citizen science app. The WILD Foundation works in partnership with Boulder County and the City of Boulder to engage and encourage deeper respect for nature.





[WILD BOULDER]

Citizen science helps local land managers gain a stronger understanding of the needs of wildlife in urban communities. The data provided makes possible new protections for open space and strengthens community bonds with wild nature.





WILD COMMUNITY

Behind every effective solution is a committed group of individuals full of compassion and hope for the future. WILD's donor community is the engine that drives our success. These individuals are helping to transform the world and keep Earth wild!





Donor

SPOTLIGHT

It's dangerous to go alone. Take this.

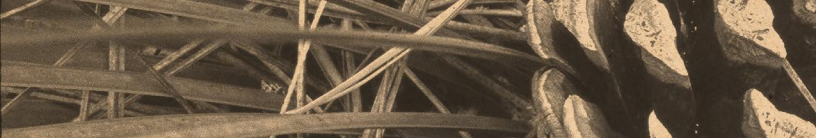
On a cool spring evening in 2017, a remarkable assemblage of strangely garbed men and women, hailing from provenance near and far, gather inside the walls of the Bel-Aire Clarion Hotel in Erie, Pennsylvania. Each arrive answering the summons of their leader, a blue Skittle-haired man not a handful of years outside of high school, consumed by his conviction in the latent potential of video games to change the world.

He is called MC Gamer and tonight he and his merry band of virtual knights will embark upon a journey to protect wild things and wild places, continuously playing the Legend of Zelda for no less than 150 hours, enchanting and inspiring an international audience of thousands and testing the stamina of even the most hardened video game veterans.

Fueled by the gift of youth's clear ether, and mastering the power of an online streaming platform known as Twitch (christened, apparently, for the usually deliberate – but sometimes not – convulsive gestures of the gaming multitudes who rely on its many channels for the guidance that will see them through even the most perilous of virtual quests), these courageous online personalities will go on to raise over \$170,000 for the WILD Foundation, asking nothing in return except for a taco bar and a near bottomless well of caffeinated libations.

In recognition of their courage, power, and wisdom, the WILD Foundation has awarded MC Gamer and the international team that makes Zeldathon possible (and fun) the honor of our 2017 donor spotlight. It is pioneering heroes like these who are making the world a better place. They are worthy of the golden power of the Triforce.

Ass hail!



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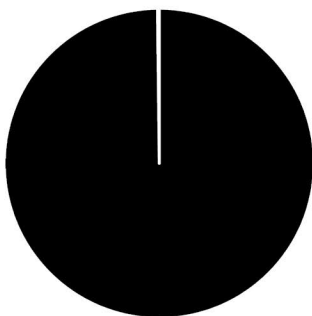
Bittu Sahgal

Fiscal Year

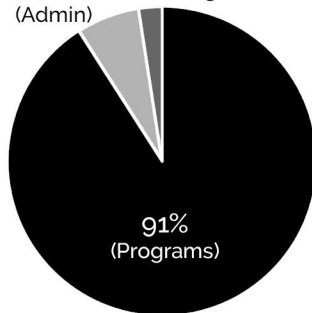
2016

More than 9 out of 10 dollars of your support go

directly to conservation programs!



7% (Admin)
2% (Fundraising)



91%
(Programs)

REVENUE

Primary

\$5,519,676

Other

\$9,970

Total Revenue

\$5,529,646

EXPENSES

Programs

\$4,689,910

Administrative

\$342,008

Fundraising

\$125,567

To our generous friends

THANK YOU!

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Allied World
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Avery Brewing
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United Nations MINUSMA
United States Bureau of Land Management
United States Fish & Wildlife Service
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Many thanks to our world-class
conservation photographers!

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Jaime Rojo/8, 12, 14, 23, 24, 25

Cristina Mittermeier/19, 50, 51

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Nigel Kuhn/28, 29, 44

Melanie Hill/47

Chris Leone/48

Proud Founding Member

WILDERNESS
FOUNDATION
GLOBAL

On the cover: Ian Player and Magqubu Ntombe-la, co-founders of the WILD Foundation, cross the Mfolozi game reserve on one of their many treks. It was in this patch of wilderness where the two men met, forming a lasting friendship that would endure the deprivations of apartheid and become the basis for the successful recovery of the white rhino from the brink of extinction. The WILD Foundation continues the legacy of its founders by bringing people together to unite around common visions for the protection of Earth's remaining wild places.



WILD 
FOUNDATION

717 Poplar Avenue
Boulder, CO 80304

+1 303 442 8811 | info@wild.org