

# ANNUAL REVIEW

A REVIEW OF THE WHITLEY FUND FOR NATURE'S  
FINANCIAL YEAR 2016 AND FORECAST FOR 2017







# MISSION

The Whitley Fund for Nature (WFN) is a **fundraising and grant-giving** nature conservation charity offering recognition, training and grants to support the work of **proven grassroots conservation leaders** in developing countries. Our Whitley Award winners are **local environmental heroes** who lead projects with passion, harnessing the best available science on which to act. Through them we support work **rooted in community involvement** that is pragmatic and creates lasting impact.



"It is the VISIBILITY provided by the Whitley Awards that enable us to do things. Since the Whitley Award I've gotten a number of recognitions that have built my visibility even further. The Whitley Award started it all."

**Patricia Majluf,  
Peru (WA2006)**

"What makes the Whitley Fund for Nature unique is that I feel a part of it. Like I am part of a big family. It is not like other funding organisations."

**Charu Mishra,  
India (WA2005)**

Since its creation nearly **25 years ago**, the Whitley Fund for Nature has given **£14 million** to support the work of **185 conservation leaders** working to benefit wildlife and local communities in more than **80 countries** around the developing world.

# LOCAL LEADERS G

"Science is not just for scientists; I feel WFN really understands that we all need to get involved."

**Dino Martins,**  
Kenya (WA2009)

"The work must continue to grow, and WFN helps us to grow, expanding at the right pace."

**Supi Seshan,**  
India (WA2006)

"Our world will be put to rights by the combined efforts of brilliant, dedicated and inspiring individuals. Each and every Whitley Award is special; the combined impact is astonishing."

**Jonathon Porritt,**  
Founder Director,  
Forum for  
the Future

"The network of Whitley awardees that I have come to meet is inspiring and helps expand my perspectives on my own work. This is one of the things I value the most of the whole Whitley experience."

**Rodrigo Medellin,**  
Mexico (WA2004)

"The Whitley Fund for Nature is unique. It doesn't put its own people on the ground but seeks out local leaders who are already succeeding. It puts its money where it really counts, where every penny counts."

**Sir David Attenborough,**  
WFN Trustee



# GLOBAL NETWORK





# STRATEGIC OBJECTIVES

1

To find, recognise and fund proven grassroots conservation leaders in resource-poor, biodiversity-rich countries.

2

Champion and repeat fund the most effective winners.

3

Support the replication and growth of effective conservation solutions.

4

Raise awareness of the work of winners and spread the message we can all make a difference to the conservation of wildlife and wild places.

5

Continually improve the effectiveness of our grant-making and charitable activities.

# PROGRESS AGAINST OBJECTIVES

## GRANT-GIVING

### OBJECTIVE 1:

Find, recognise and fund proven grassroots conservation leaders in resource-poor, biodiversity-rich countries.

#### New Winners

Demand for the Whitley Award remains high. A total of **127 applications from 53 countries** were received for the Whitley Awards 2016 (deadline: Oct 2015) and were assessed by WFN staff, external assessors and an expert Judging Panel including representatives from WWF, FFI and the World Land Trust.

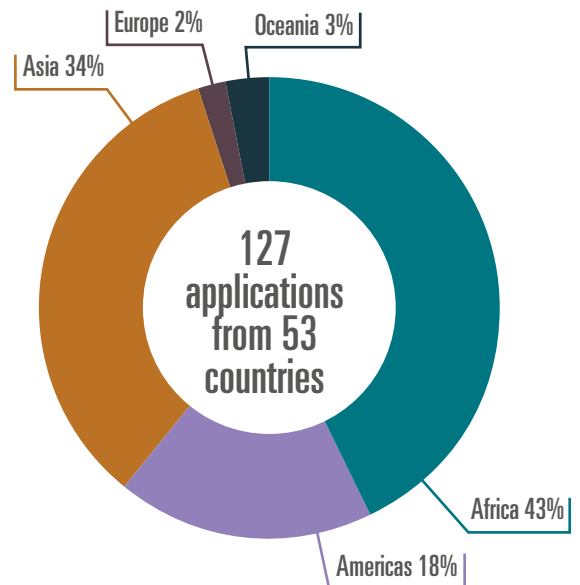
WFN's annual Whitley Awards Ceremony was held at the Royal Geographical Society on the 27<sup>th</sup> April 2016 where **grant funding totalling £295,000 was awarded to support much needed and effective conservation work.**

#### New Whitley Award Winners 2016 (L to R):

Alexander Rukhaia, Georgia  
 Gilbert Adum, Ghana  
 Karau Kuna, Papua New Guinea  
 Farwiza Farhan, Indonesia  
 Sir David Attenborough, WFN Trustee  
 2016 Gold winner: Hotlin Ompusunggu, Indonesia  
 Juliette Veloso, Madagascar  
 Makala Jasper, Tanzania  
 Ali Nawaz, Pakistan



#### 2016 WHITLEY AWARD APPLICATION ORIGINS





## OBJECTIVE 2:

Repeat fund the most effective winners

### Repeat Funding

The 2014 winners of Partnership Funding supported by Fondation Segré completed the second year of this three-year initiative, with some exceptional outcomes.

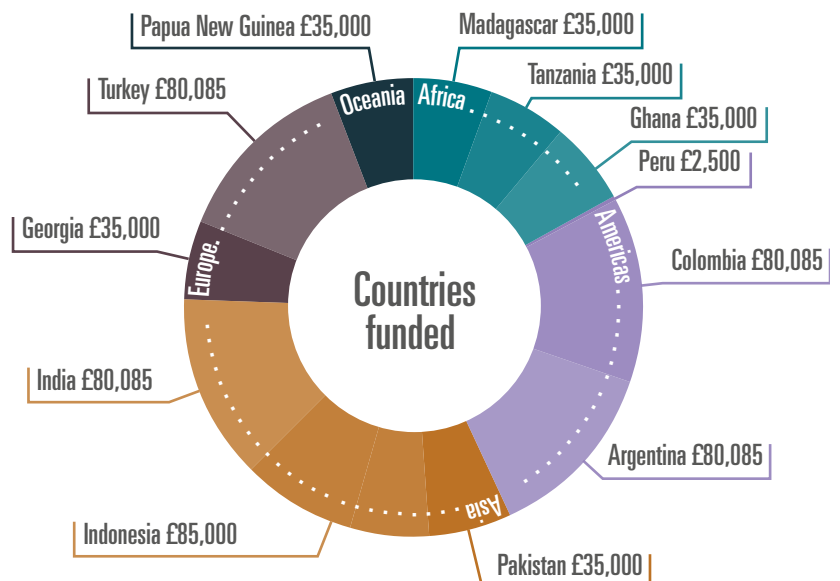
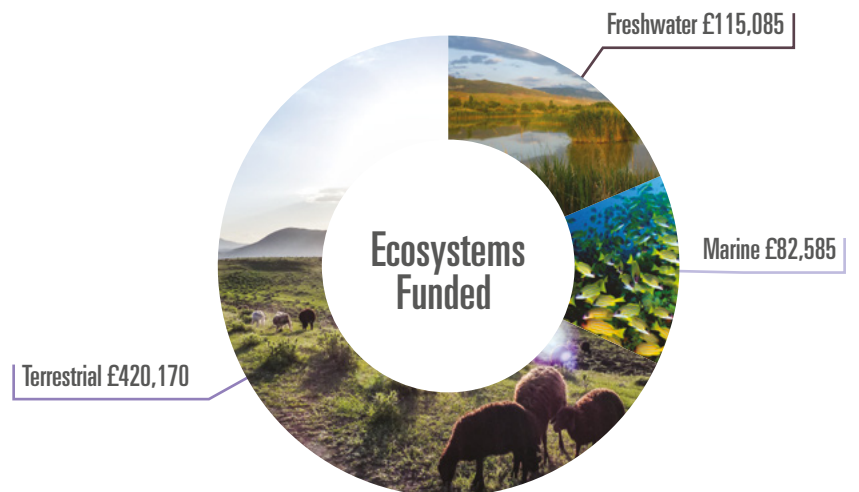
See page 14 for 2016's Winner Achievements.

WFN's Partnership Funding programme will run to 2017, providing **€1.5m over three years to fund four of our highest impact Whitley Award winners.**

**WFN raised a record £1.9m in 2016**, 53% of which was set aside for future grant giving under the Whitley-Gré Conservation Fund (WSCF). 42 applications to the Fund were received and 10 projects selected, providing grants worth a total of £1,042,000\*.

WFN gave a total of £617,840 in grant funding in 2016. The charts to the right illustrate grant distribution by country and ecosystem.

2016 TOTAL GRANTS AWARDED: £617,840



\*This funding was awarded in October 2016 and therefore will be included in next year's accounts.

# PROGRESS AGAINST OBJECTIVES

## HELPING WINNERS INSPIRE CHANGE

### OBJECTIVES 3 & 4:

Support replication and raise awareness of the work of winners

#### Winner Conferences Winner Events

WFN is committed to inspiring the next generation of conservation leaders. In March 2016 we attended the **Student Conference for Conservation Science (SCCS)**, held in Cambridge to raise awareness of the Whitley Awards and talent-spot young conservationists presenting at the conference with future potential to apply. Later in the year, 2016 Whitley Award winner, **Farwiza Farhan** was invited to lead a workshop and panel discussion on **great ape conservation at the SCCS New York** conference at the American Museum of Natural History. Farwiza's trip was kindly sponsored by her Whitley Award donor, the Arcus Foundation.

In January 2016, Whitley Gold Award winner and marine conservationist **Randall Arauz** gave a talk to supporters on the threat of **shark finning** and need to implement more sustainable fishing practices that **reduce by-catch**.

WFN helped raise awareness of **conservation**

**challenges in Kenya**, including the **ivory trade**, at our well-attended event in November. Previous winners, **Dino Martins** and **Paula Kahumbu**, spoke from the heart about their work, increasing awareness among supporters and the media, and making an urgent call to action to further support grassroots

conservation efforts in Kenya. Hosted by Planet Earth Producer, Alastair Fothergill, and attended by 450 guests, the talk was followed by a dinner and auction with **Sir David Attenborough** and **HRH The Princess Royal**, raising over £40,000. Watch the highlights on our website [www.whitleyaward.org](http://www.whitleyaward.org).

#### Winner Leverage

In 2016 we helped winners leverage at least **£5.3m** in funding as well as further awards and accolades. See **page 16 for a full list of recognitions** winners went on to receive after winning a Whitley Award.



# PROGRESS AGAINST OBJECTIVES

## COMMUNICATIONS & OPERATIONS

### OBJECTIVES 4 & 5:

Raise awareness, continually improve charitable activity

#### Press

Our PR efforts on behalf of the 2016 winners resulted in 275 pieces of press coverage, reaching audiences of over **15 million people**. Download the complete dossier of media coverage at [www.whitleyaward.org/media/reports](http://www.whitleyaward.org/media/reports)

#### Online

Our **@WhitleyAwards** Twitter feed increased 43% to 1,968 followers and our website has 20,000 unique visitors per quarter. In combination with proactive searches, our increasing online presence helps ensure we continue to find new, upcoming conservation talent at the farthest reaches of the globe.

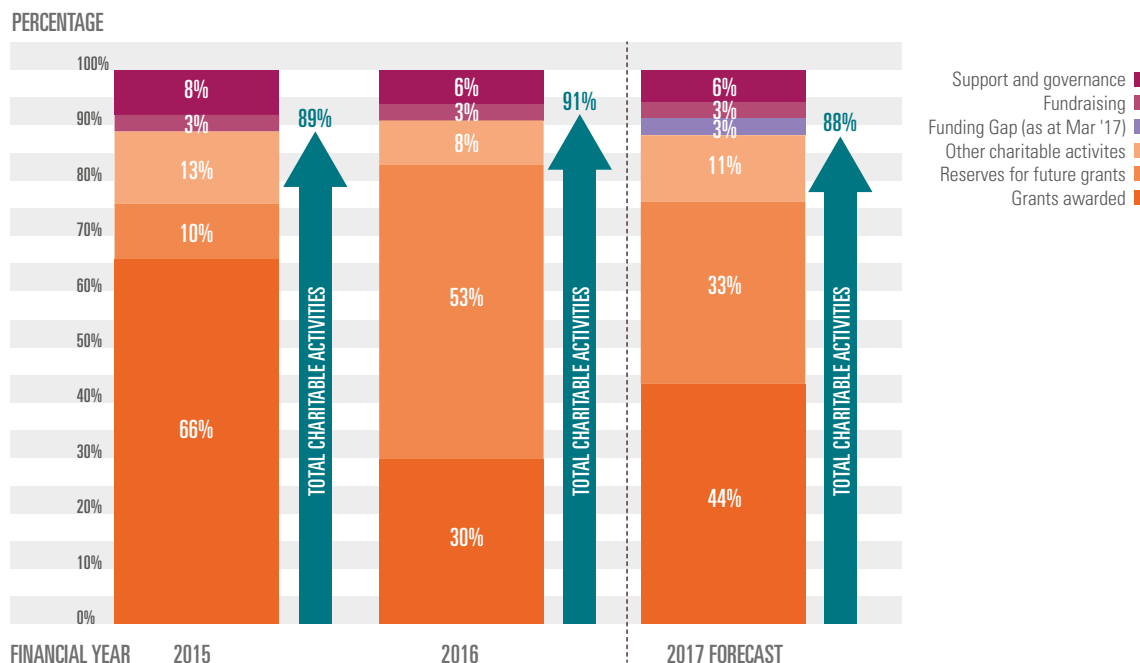
#### Operations

As WFN strives to do more whilst remaining lean, the team was increased to the equivalent of 4 full-time staff, with the introduction of a part-time Grants Officer and part-time Office Manager. We can now respond faster and in more depth to our growing pool of 185 winners. On expiry of our lease, WFN also moved from Walmer Road to Princedale Road.

#### Bang for buck

**91% of our funding went to Charitable Activity in 2016.** Total income was £1.9m, of which £1.75m went to grants, the ceremony and winner network development (Charitable Activity). The other 9% covered core costs which were £158,000 in 2016 (fundraising, governance and support costs).

#### HOW WE USED THE INCOME RECEIVED EACH YEAR



**91% OF  
INCOME  
USED FOR  
CHARITABLE  
ACTIVITIES  
IN 2016**



# INCOME REVIEW

The money  
we raised

## £1.9M

Total funds raised in the  
year ending 30th June 2016

OF EVERY £1  
DONATED TO WFN,  
91p WENT TO  
SUPPORT  
PROJECTS AND  
OUR WINNERS

FOR EVERY  
£1 WFN SPENT  
GENERATING  
FUNDS WE  
SECURED £37  
OF FUNDING

The money  
we spent

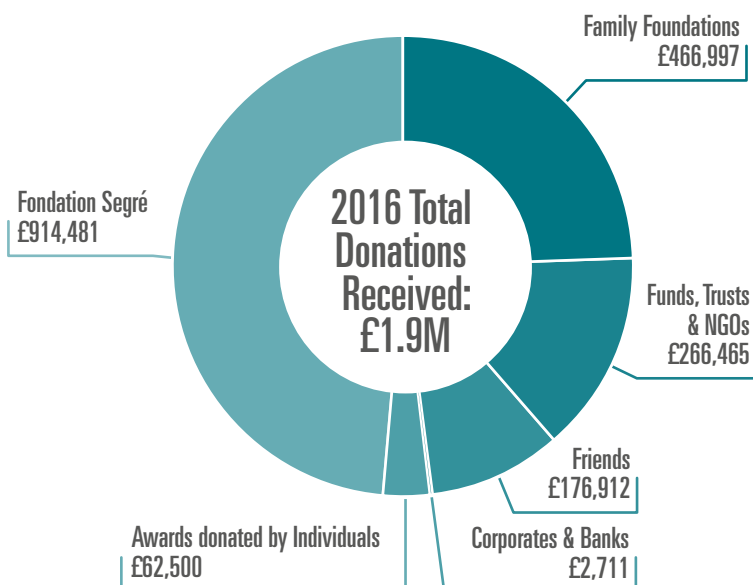
## £891,000

Total funds spent in the year  
ending 30th June 2016

## £1M

was reserved for  
future grant-giving  
(for WSCF grants awarded  
October 2016)

### WHO FUNDED US IN 2016



Of funds raised

## 91%

Was used for spending on  
projects and our winners

## 6%

Was spent on governance  
and support costs

## 3%

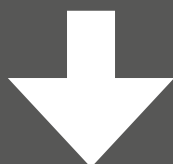
Was spent  
generating funds

# OUR IN

# IMPACT IN 2016



Our impact  
in 2016



**6**

Winners repeat funded

**7**

New Whitley Award  
winners recognised

**57**

Active grants

**33**

Grants completed  
and closed



**AREA**  
**51,067** km<sup>2</sup>  
The total protected area our  
winners created

**3,498** km<sup>2</sup>  
OF FRESHWATER  
**16,569** km<sup>2</sup>  
OF LAND  
**31,000** km<sup>2</sup>  
OF OCEAN



A protected area  
equivalent to 2.5 times  
the size of Wales

## SIZE OF IMPACT

### WILDLIFE

No. of Endangered and  
Critically Endangered  
species populations our  
winners worked to protect:

**54 MAMMALS**

**37 BIRDS**

**25 REPTILES**

**6 AMPHIBIANS**

**5 FISH**

At least

**5 INVERTEBRATES**

**737 PLANTS**

### PEOPLE

No. of people reached  
and impacted by our  
winners' work:

Over **18,000**  
learnt new skills

Another **25,000**  
received livelihoods benefits

**200,000** people  
gained education on wildlife  
conservation issues

**100 MILLION**  
were reached by media  
outreach such as social  
media, TV documentaries,  
radio programmes and  
newsprint media.

WFN IS

**4**

Staff (full time equivalent)

**64m<sup>2</sup>**  
of office

THESE 33 GRANTS HELPED TO RAISE AN ADDITIONAL  
£5.3M IN CO-FUNDING FOR CONSERVATION

# BUILDING A GLO

## HELPING WINNERS BUILD CONSERVATION IMPACT

When we launched the charity 25 years ago, conservation focused on flying western knowledge into developing countries. We were early champions of **locally-led solutions**, based on the observations of our Founder, Edward Whitley OBE, that it is only with genuine community engagement that lasting change is created for when the funding runs out. In that time, our mission has not altered. **Whitley Award winners have the projects and the answers**; we find them, fund them and are committed to their impacts outlasting the charity.

Winning a Whitley Award is a moment of great achievement for conservation leaders, but for many this is not the end of the journey, but the beginning (see Career path diagram to the right). **55% of Whitley Award winners have been repeat funded** by WFN since winning their first Award.

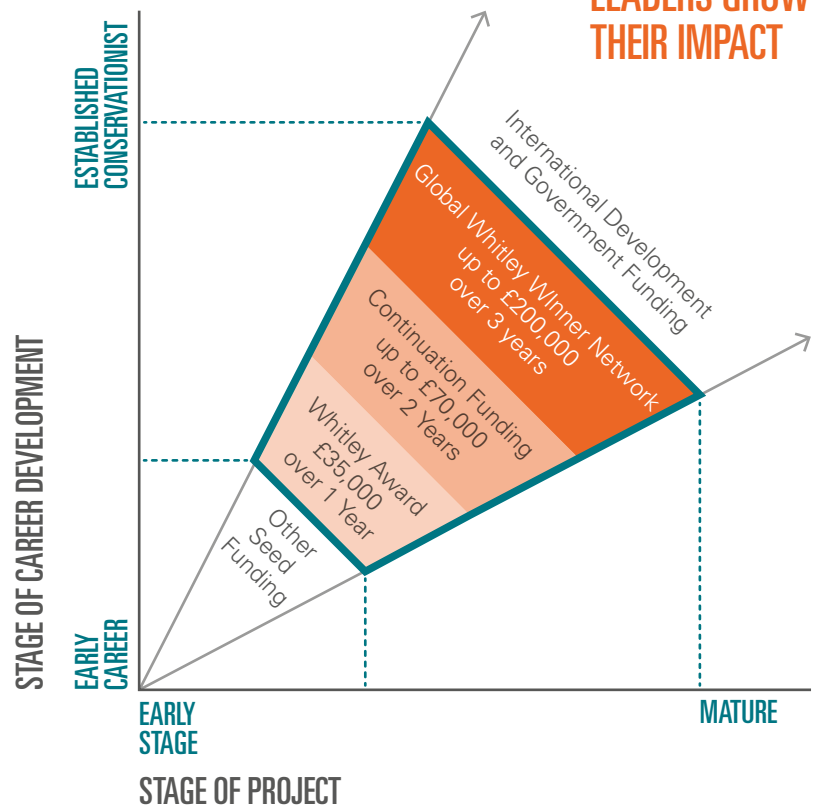
With each passing year, new winners join our network. We now have **185 conservation leaders working in some of the world's most remote, under-resourced and biodiversity-rich places on the planet.**

The natural world is under unprecedented pressure. Our winners work to protect the wild places and processes on which **wildlife and people rely for food, clean air, water; for life.** Each of them has been vetted and reached a winning standard. After reporting, we stay in touch, competitively **repeat funding the most effective** to support project expansion. Our winners have an entrepreneurial spirit and we have seen many of them go from **local and regional success to then national and even international impact.**

**But we can do more.**

### SUPPORTING THE CAREER PATH OF GLOBAL CONSERVATION LEADERS

**WFN FUNDS AT THE RIGHT MOMENT — HELPING CONSERVATION LEADERS GROW THEIR IMPACT**





# AMBITIONS FOR GROWTH

We now have the set-up, capacity and know-how to scale-up our grant giving, and are limited only by what we can raise. As existing partnerships conclude, without further significant support, WFN will need to scale-back.

**Instead we want to grow; not the charity but what we give in funding and support to our network of winners.**

As we approach our 25<sup>th</sup> Anniversary in 2018, we are looking to friends – old and new – to join us in new partnership, finding the next generation of Whitley Award winners, but also, very importantly, investing further funding in the amazing global network we have built together. The winner’s projects are diverse and widespread; **together they can be a strong, global voice for conservation.**

The charity is small but ambitious. We want to continue championing winners working to ban shark finning, saving Sumatran orangutans and their forests from illegal logging, and protecting

the Amazonian river basin from gold-mine mercury poisoning. We want to help Africa safeguard its elephants and help Asia forge a future where its people don’t have to choose between their families and the wildlife that threatens their lives, crops or livestock every day.

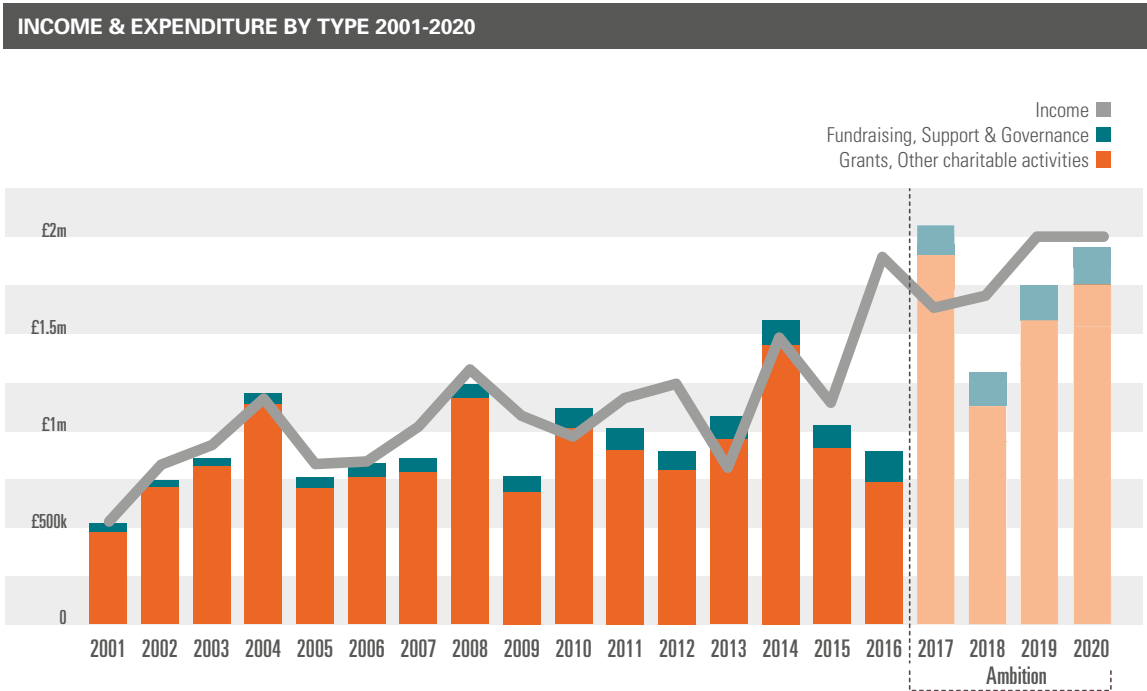
The network is already evolving organically and targeted funding will

help **build stronger partnerships for conservation**; for migratory species, illegally traded species, pan-regional alliances and highly threatened ecosystem collaboration.

Please join us in inspiring the next generation of conservation leaders, and **building an active alliance of Global Whitley Award winners.**

PLEASE CONTACT  
EDWARD WHITLEY OR  
GEORGINA DOMBERGER  
FOR AN INFORMAL DISCUSSION  
ABOUT PARTNERSHIPS AND  
HOW TO GET MORE INVOLVED

[edward@whitleyasset.com](mailto:edward@whitleyasset.com)  
[georgina@whitleyaward.org](mailto:georgina@whitleyaward.org)





**Farwiza Farhan (WA2016)** featured in **Leonardo Di Caprio's** new film **"Before the Flood"** in her quest to protect the Sumatran orangutans and other wildlife of the Leuser Ecosystem.

**Amur tigers and leopards** increased in the Russian Far East where **Sergei Bereznuik (WA2006)** works, a rise of 28% for tigers since 2005, and 75% for leopards since 2007.

**After a 60 year absence** the Griffon vulture is again part of the Balkan Mountain and Pirin ecosystems in Bulgaria because of the work of **Emilian Stoyanov (WA2007)**, with 11 fledged in 2016.

Sightings of the Critically Endangered monk seal have increased in Gokova Bay, Turkey, and an **eight fold increase of fish biomass** has been reported by **Zafer Kizilkaya (WA2013)** following three years of enforcement of the No-Fishing Zone (NFZs), which protects sea grasses, shark breeding and feeding grounds. **Trawling and purse-seining has been banned in the bay.**

One of the **world's largest continuous protected snow leopard habitats**, Tost Nature Reserve, covering over 8,000km<sup>2</sup> and connecting two existing National Parks, was approved by the Mongolian Government following seven years work by **Charu Mishra (Gold2005)** and his team.

For the first time, Cameroon's Ebo Forest gorillas were caught on camera and the trailcam footage publicised in **BBC Wildlife Magazine**, a breakthrough for **Ekwoke Abwe (WA2013).**

**Joanna Alfaro Shigueto (WA2012)** has successfully piloted the commercialisation of sustainable fish products in Peru to reduce bycatch of turtles, dolphins and birds. Working with local fishermen and vessel monitoring systems the project **certifies sustainably harvested fish** and works with four world-class restaurants to promote the choice of sustainable fish for daily consumption.

The Critically Endangered **Helmeted hornbill** received growing conservation attention in 2016 when a strong resolution was adopted unanimously by all Parties to the Convention on International Trade in Endangered Species (CITES). **Aparajita Datta (WA2013)** and her partners are fighting to protect these iconic birds.

**Four shark and nine ray species now protected** under CITES regulations with the help of the work of **Randall Arauz (Gold2004)** and **Rachel Graham (Gold2011).**

The 2017 Tribeca Film Festival will raise global awareness of pink river dolphins. A film about **Fernando Trujillo (WA2007)** and his work called 'A River Below' **exposes illegal gold mining in the Amazon basin** and its harmful effects on wetland ecosystems and indigenous communities suffering mercury poisoning.

**Pablo Borboroglu (WA2010)** celebrated **the creation of a new 100,000 hectare MPA** around Punta Tombo in Argentina, extending protection from land into the sea to safeguard penguin feeding grounds. Home to 400,000 breeding pairs, it is the **largest Magellanic penguin colony in the world.**

A further 6,000ha of critical habitat has been protected in Papua New Guinea connecting existing Conservation Areas (bringing the current total to over 57,000ha) to benefit species such as **tree kangaroos and birds-of-paradise** thanks to the work of **Karua Kuna (WA2016).**



# WHITLEY AWARD WINNERS

## FURTHER AWARDS & RECOGNITION

The new **Chair of the IUCN Species Survival Commission**, the largest of IUCN's six expert commissions is **Jon Paul Rodriguez (WA2003)**. The first Chair from South America, Jon Paul leads 10,000 volunteers in delivering the Red List of Threatened Species.

The prestigious **Margot Marsh Award for Excellence in Primate Conservation** was given to **Claudio & Suzana Padua (WA1999)**, recognising their work conserving the black lion tamarin in Brazil over 30 years. Your support through WFN contributed to **this species no longer being one of the World's 25 Most Endangered Primates**.

**The National Geographic Society/Bufett Award for Leadership in African Conservation**, worth \$25,000 was awarded to **Makala Jasper (WA2016)** for his remarkable work and lifetime contributions to sustainable forest management in the Selous Ecosystem, Tanzania.

Carrying the **Olympic Torch** on its journey through Brazil to Rio, **Patricia Medici (WA2008)**, used the opportunity to raise awareness of tapir conservation – a subject on which she also gave a popular **TED Talk** at the end of 2015.

A **National Geographic Emerging Explorer Award** and \$10,000 was given to **Panut Hadisiswoyo, (WA2015)** in recognition of his work conserving orangutans and restoring forest in Sumatra's critically threatened Leuser Ecosystem.

The **\$20,000 Women in Science Award of the L'Oreal Foundation & UNESCO** in Uruguay recognised Pampas deer scientist and conservationist, **Susana Gonzales (WA2010)** for her research which is contributing to the advancement of scientific knowledge and benefiting society.

A groundbreaking first global assessment of pollinators published by the prestigious **Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services** was created with input by three winners **Rodrigo Medellin (Gold2012)**, **Dami Buchori (WA2012)** & **Dino Martins (Gold2015)**. The new platform, **equivalent to the Intergovernmental Panel on Climate Change**, is expected to generate important government action to stem biodiversity loss. The decline of pollinator species is threatening millions of livelihoods and hundreds of billions of dollars' worth of food supplies worldwide.

**Cuba's top Plant Science Award, the Julian Acuña Award** recognised **Luis Torres' (WA2014)** work to protect the country's rich flora through his nationwide campaign, Planta!

Carrying the Olympic Torch on its journey through Brazil to Rio, Patricia Medici (WA2008)



# THANK YOU!

## FUNDRAISING

We could not achieve any of our goals without the support of our **amazing donors**. WFN continues to be supported mostly by family trusts with whom we develop long-term working partnerships\*.

## THANK YOU!



The Benindi Fund

The William Brake Charitable Trust

The Frank Brake Charitable Trust

The Byford Trust

Sarah Chenevix-Trench

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**FONDATION SEGRÉ**

With special thanks for the support of Fondation Segré which, through both Partnership Funding and the Whitley-Gré Conservation Fund, made a significant contribution to conservation and the work of Whitley Award winners in 2016. Fondation Segré support enabled us to double Continuation Funding in 2016 by matching the funds given to us by other donors. This funding ended December 2016.

We would also like to thank the many other donors who together fund the Friends Award. In 2016 **the Friends and Scottish Friends of the WFN** raised, including Gift Aid, over £175,000 – enough funding to support a Whitley Award, and also contribute to our matched Continuation Funding programme.

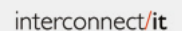
With many thanks for the kind support of our sponsors in 2016 for their donations of time, premises and goods.



Winner media training



Ceremony film production



Website support



Silk scarves for sale



Legal support to winners

\*Donors listed donated £10,000+ in FY2015/16 and/or FY2016/17 at the time of printing.

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Whitley Fund for Nature  
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**Alison Rosser**, Grants Officer

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#### Image credits

p1 Erick López of Pretoma frees a hawksbill turtle: [davidenelmar.com](http://davidenelmar.com)

p14 Helmeted hornbill: Yokyok Hadiprakarsa

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# 2016-2017

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