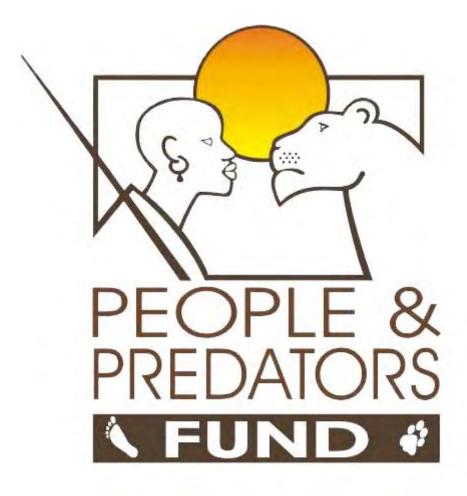
REDEFINING AFRICAN CONSERVATION: A Strategic Plan for the People & Predators Fund 2005-2008

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Lioness Outside Tarangire National Park



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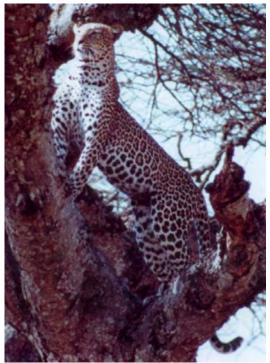
Maasai Woman In Loibor Serrit Village, Tarangire Ecosystem

Executive Summary

The People & Predators Fund was created in response to the global phenomenon of declining large carnivore populations. Recognizing that the survival of these amazing animals lies primarily in the hands of the people interacting with them, the Fund was developed to promote a new, transformative approach to conservation that links the long-term future of large carnivores with the responsible development of human communities.

Regionally focused in Africa, and more particularly in Tanzania, the Fund is working towards a vision where healthy human communities live alongside and among healthy carnivore populations. In order to achieve this vision, our strategic plan articulates our short and longterm goals and our six main strategies for achieving success:

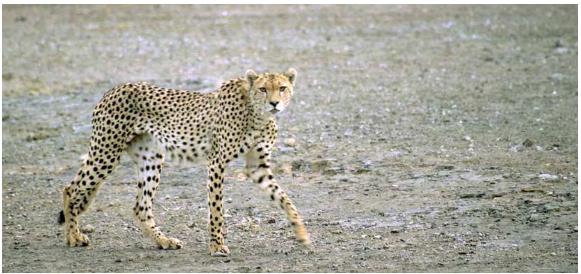
- 1. Human-Carnivore Conflict Resolution
- **2.** Building Community Capacity
- 3. Training and Education of Environmental Leaders
- 4. Collaborative Carnivore Conservation
- 5. Non-Protected Area Conservation
- 6. African Lasting Landscapes[®] (Used by permission of the Heritage Conservancy)



Leopard, Serengeti National Park

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Cheetah, Serengeti National Park

Introduction

The People & Predators Fund (the Fund) is at a crossroads. The organization has taken significant strides in advancing wildlife conservation among varied communities in Tanzania during the past five years and is poised to continue in its leadership role in this area. This strategic plan outlines the broad strategic initiatives that the Fund will be using as organizing principles in the next few years. There remain considerable challenges ahead, and our vision of the future is one of a growing expansion of collaborative community initiatives that support conservation throughout East Africa.

Organizational History

The Fund was developed in response to increasing concerns over the threatened global status of large carnivore populations. Given the worldwide phenomenon of growing human populations and the associated conversion of habitat as human activities expand into predominantly untouched wildernesses, carnivores are increasingly at risk. Yet, unexplainably, the decline of carnivores has progressed steadily while relatively unrecognized by the global community.

The Fund was specifically created to help provide new conservation solutions for Africa's large carnivores. While most past conservation efforts focused on the creation of protected areas to safeguard wildlife from people and vice-versa, the foundation of the People & Predators Fund is based upon the realizations that (1) most protected areas are not large enough to protect genetically viable large carnivore populations, and therefore, (2) the survival of Africa's large carnivores lies primarily in the hands of the people utilizing land outside of protected areas.

This was particularly evident to Dr. Lichtenfeld during her research period at the Kimana Community Wildlife Sanctuary in southern Kenya as a Fulbright Recipient in 1996. Essentially, this is where her interest in human-wildlife interactions was crystallized. And, while a Master's candidate at Yale University's School of Forestry and Environmental Studies, Dr. Lichtenfeld began focused research on public perceptions of African large carnivores and management tools for wildlife outside of African protected areas.

During this time, Dr. Lichtenfeld also became aware of the challenges facing the large carnivores of the Tarangire ecosystem in northern Tanzania. It seemed only a natural progression into a PhD at Yale University and towards the goal of carnivore conservation outside of Tanzanian protected areas.

After establishing the People and Predators Project as a non-profit organization based at Yale University in 2001, Dr. Lichtenfeld began fieldwork in Tanzania using local Maasai research assistants to explore attitudes toward the large carnivores, namely lions, leopards, hyenas, cheetahs, and wild dogs. In addition, to pioneer a non-invasive method for counting carnivores, she searched for Hadzabe hunter-gatherers to track the great carnivores of the Tarangire ecosystem. In 2005, Dr. Lichtenfeld initiated a transition from the pure research project structure that characterized the People and Predators Project into a broader reaching umbrella organization called the People & Predators Fund. The Fund was established to continue the groundbreaking efforts of collaborative carnivore conservation begun earlier, while expanding the programs the organization offers in support of integrated conservation and human development needs.

Need for Plan

Recognizing the need for strategic change, Dr. Lichtenfeld is currently leading a redesign of the Fund in its organization, its structure, and its funding streams. There are challenges ahead in the near future associated with this evolution, as would be expected with any major organizational change. The fact that the Fund straddles two continents and yet maintains a steadfast adherence to local influence and a transformative approach to conservation creates additional challenges for Dr. Lichtenfeld and the Board of Directors. Over the next five years, the Fund will have to evolve not just its organizational and financial structures, but it will have to address the continuing evolution of conservation in Africa as it maintains its position as a leader among the giants of conservation.

Future Directions

Having anticipated newly emerging trends in conservation that recognize the vital importance of linking human and natural systems in order to effectively manage our remaining natural heritage, Dr. Lichtenfeld has positioned the Fund at the forefront of research initiatives focused on the integration of human and wildlife needs. In the next years, the Fund will continue to distinguish itself as a leader in developing practical and realistic solutions to Africa's conservation problems by transitioning from its prior research orientation to a more diversified and applied orientation that is comprised of a network of research, educational, conservation, and developmental initiatives. While continuing to advance the integration of human and ecological systems, the Fund will emphasize the use of local knowledge, the necessity of collaborating with diverse stakeholders, the promotion of human development through wildlife-based initiatives, and the importance of aiding and supporting national wildlife and educational institutions in the development of successful conservation strategies.



Tracking Lions With Hadzabe Bushmen

Mission and Vision

Mission Statement

The following mission statement was developed over the course of several meetings with board members, Fund staff, and other stakeholders. It represents the organization's steadfast dedication to conservation while providing for its entrepreneurial approach to evolving challenges.

"The mission of the People & Predators Fund is to conserve the Earth's wild carnivores, protect their habitats, and to promote human development through innovative, multidisciplinary strategies that emphasize coexistence with the natural world."

Vision and Value Statements

The People & Predators Fund continually strives to find the leading edge of conservation problems and to move beyond these frontiers by employing innovative methods, by dedicating ourselves to long-term success, and by integrating diverse philosophies about conservation in support of viable solutions. We foresee an African landscape where the Fund:

- Works towards lasting communities in healthy ecosystems
- Is committed to improving traditional conservation approaches
- Combines science with conservation to promote informed actions
- Works collaboratively to devise new solutions to human wildlife conflicts
- Empowers people with knowledge of wildlife, conservation, and development
- Facilitates a network of organizations, individuals, and communities willing to help and advise each other

The Fund is strongly supportive of creating and working within an environment that fosters value-driven action. People conserve what they love and appreciate. Our organization incorporates community and individual attitudes and values into all aspects of our conservation efforts. Of particular importance to the Fund are:

- The integration of human and wildlife ecology concepts
- The recognition of community integrity, diversity, and influence
- A collective and collaborative approach to managing natural resources
- The utilization of local knowledge, staff, and labor wherever possible
- Entrepreneurial thought and action
- Establishing a solid foundation of knowledge and awareness of the multidimensional facets of conservation problems

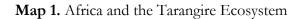
Short and Long-Term Goals

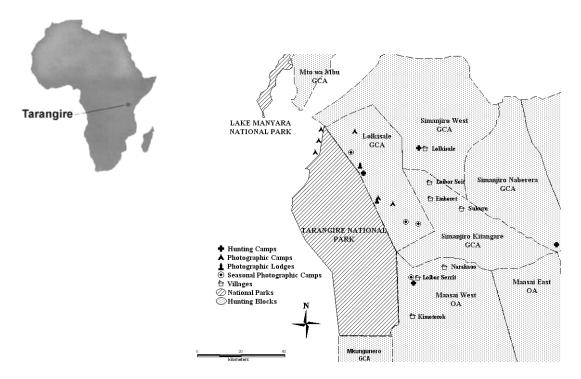
In order to move effectively forward towards the realization of our mission, the Fund has adopted a goal-oriented policy. The following short and long-term goals provide focus, guidance, and a cohesive framework within which to develop our strategies and programs.

Short-Term Goals

In order to focus our efforts over the next three to five years, the Fund has established the following key goals. These goals serve to challenge the organization, though they are certainly achievable in this time frame.

- 1. **The Fund is a recognized leader in Tanzanian conservation.** Through participation in major events, conferences, workshops, and working committees, the Fund will become a leader in the East African conservation community and a member of the African conservation community, raising awareness of its mission. By adopting leadership roles in key organizations, the Fund will become identified as not just an equal among conservation organizations, but as a strong voice in challenging the status quo.
- 2. The Fund expands into two new critical areas in Tanzania. The Fund has already established itself in the Tarangire ecosystem of northern Tanzania. Through the identification of hotspots of human wildlife conflict, the Fund will increase its scope throughout Tanzania. By developing new programs in these areas, the Fund will begin to address a broader range of problems and needs that serve to expand our capacity to help alleviate conflicts.
- 3. The Fund reduces human carnivore conflicts within the Tarangire ecosystem. Having completed extensive research into the causes of human – carnivore conflicts in Tarangire the Fund is well situated to initiate its transition from a pure research orientation to a broader initiative in this area. By working with communities to develop successful educational and conservation programs that reduce conflicts, the Fund will demonstrate our commitment to coexistence between people and wildlife, our collaborative approach, and our ability to achieve measurable success.
- 4. The Fund collaborates with a local community to help address their development needs. The Fund is establishing itself as a pioneer of new conservation philosophies by spearheading the fundamental principle that healthy ecosystems depend on healthy communities and vice versa. Communities faced with severe health, educational, and/or economic hardships rarely have the freedom to consider the needs of wildlife. Building on previous work with three villages, the Fund will collaborate with a local community to address some of these basic problems. Through these efforts, the Fund will demonstrate the importance of linking human and natural systems in a manner that is deeply committed to enhancing the welfare of local communities.





- 5. The Fund recruits new stakeholder groups for partnerships in Tanzania. Through our broad network of local communities, photographic tourism companies, and sport hunting companies, the Fund will act to catalyze new partnerships between ourselves and these diverse participants. By adopting an open attitude towards divergent philosophies, the Fund will be seen as a nonpartisan supporter of viable solutions to Africa's conservation and development problems.
- 6. The Fund develops two new partnerships with conservation and/or human development organizations, at least one of which is based in Tanzania. Through the development of shared programs, information transfer, and mutual support with other organizations, the Fund will demonstrate its commitment to collaborative conservation action both within Tanzania and beyond. By adopting this approach, the Fund will increase its ability to achieve significant and far-reaching results while developing mutually beneficial relationships that emphasize the importance of a collective and cohesive conservation community.
- 7. The Fund develops two new partnerships with educational organizations, one of which is based in Tanzania. Through the development of shared courses, training programs, student exchanges, and/or research opportunities with educational institutions, the Fund will become recognized as an important contributor to the education of the next generation of environmental leaders in Tanzania and beyond. By establishing these partnerships, the Fund will have access to graduate student interns while developing effective educational programs that address our conservation and human development needs.

- 8. **The Fund develops as an effective and growing organization.** By reaching a total of 30 staff members, two-thirds of whom are Tanzanian, the Fund will be able to effectively develop and conduct the programs that are essential to its mission while ensuring that its vision of working with a predominantly local staff is realized. In growing, the Fund seeks to be better situated to achieve success while remaining a manageable size that encourages a supportive and committed group of individuals to work together.
- 9. The Fund develops as a financially viable organization. In order to meet its operating and programmatic costs, the Fund requires a large annual budget. In order to ensure the viability of obtaining this on a yearly basis, the Fund will diversify its fundraising strategy and target four different sources of support.
- 10. The Fund relocates its operations to a field site. As an organization committed to achieving results in the field, it is only natural that the Fund be situated in the bush among local communities and carnivores. From this position, the Fund will be able to develop and improve its programs on a day to day basis. The field site will serve as head of operations and as a base for the Fund's core staff members.



Hyenas, Serengeti National Park

Long-Term Goals

In order to ensure that the Fund is continually working towards its overall mission, the following long-term goals are provided. These goals will be pursued over the ten to twenty year time horizon.

- 1. The Fund is recognized as a major proponent of the changing face of conservation, emphasizing a multidisciplinary approach to wildlife conservation. Through its programs in several areas of Tanzania, the Fund will demonstrate that by focusing its efforts equally on the needs of both people and wildlife, viable conservation plans can be developed and implemented that have long-term implications for the health of both human and natural systems.
- 2. The Fund contributes to an increasing focus on the conservation of land outside of national parks and game reserves. Using a landscape approach, the Fund will emphasize the importance of maintaining continuous habitat outside of traditional protected areas. Over the long-term, this strategy will increase the overall amount of land in Tanzania affected by conservation efforts while also helping local communities to benefit from their natural resources.
- 3. The Fund contributes to a global increase in understanding and support for human-wildlife conflict. By publicizing its activities and research widely and utilizing the international media, the Fund will promote increasing awareness of the conflicts that occur between people and wildlife. Through its publications and communications, the Fund will also pursue the development of greater resources and support for communities actively dealing with conflicts associated with wildlife.
- 4. The Fund establishes the first integrated field institute for human and wildlife research and education. As a leader in the development of truly integrated approaches to wildlife conservation and human development, the Fund will be the first organization to establish a field institute where these principles can be developed, applied, tested, and modified. This institute will also contribute to the Fund's educational goals by providing a unique environment for Tanzanian and international graduate students to interact and receive hands on training and supervision from established professionals.
- 5. The Fund broadens its overall capacity to contribute to change by initiating programs in other African countries. Having established itself in Tanzania in the short-term, the Fund will work to expand its programs to other African countries. By broadening our geographic scope, the Fund will make an even greater contribution to conservation and human development while demonstrating the general applicability of its concepts and strategies.

Strategies

A. Human-Carnivore Conflict Resolution

Overview: The People & Predators Fund will focus on improving relationships between people and carnivores by targeting problem areas, assessing and monitoring conflicts, and by developing socially appropriate solutions to minimize wildlife conflicts.

Goal: To reduce conflicts for the mutual benefit of both humans and carnivores.

Tactics: Programs of applied research and conservation including social and ecological assessments of conflicts, carnivore population monitoring, and the participatory development and testing of potential solutions.

B. Building Community Capacity

Overview: The People & Predators Fund will help to establish viable and efficient development plans that focus on the ecological, economic, social, and cultural needs of communities in the Fund's core program areas.

Goal: To help develop healthy communities in healthy ecosystems.

Tactics: Programs of community technical assistance aimed at assessing developmental, health and educational needs, the value of cultural and traditional practices, and the local wildlife and natural resource potential in order to produce integrative conservation and development plans.



Maasai Research Assistant Conducting Surveys

C. Training and Education of Environmental Leaders

Overview: By providing educational and training opportunities for Tanzanian and international students as well as community members and government wildlife officials, the Fund will demonstrate its commitment to helping the next generation of environmental leaders to emerge.

Goal: To increase Tanzania's training and educational capacity and to encourage international information exchange.

Tactics: Educational programs focusing on three major groups: students, community members, wildlife officials. Programs emphasizing shared work between Tanzania and international graduate students. Collaboration with Tanzanian educational institutions via invited seminars and special courses. Field training programs for students, local game scouts, and wildlife officials in new, wildlife monitoring methodologies.

D. Collaborative Carnivore Conservation

Overview: The People & Predators Fund aims to facilitate carnivore conservation in core program areas by assessing the status and needs of select carnivore populations and through developing partnerships with other organizations, local communities, and/or companies from the sport hunting and photographic industries interested in supporting one another in their conservation efforts.

Goal: To maintain healthy carnivore populations throughout Tanzania in both protected and non-protected areas.

Tactics: Research, conservation, development, and educational programs to assess and maintaining viable carnivore populations. Community outreach programs to facilitate partnerships between interested stakeholders. Collaborative forums designed to build a network of informed stakeholders working toward the development of comprehensive and cohesive wildlife management plans that reduce conflicts between the members.

E. Non-Protected Area Conservation

Overview: By focusing conservation efforts on areas outside of national parks and game reserves, the People & Predators Fund will aim to develop a more continuous landscape of habitat that is essential for the long-term survival of healthy wildlife populations including large carnivores.

Goal: To improve conservation efforts on non-protected lands that continue to harbor important wildlife resources.

Tactics: Conservation and education programs developed in collaboration with communities that emphasize their own values of wildlife, the importance of human-wildlife cohabitation, and the ability of local communities to benefit from wildlife.

F. African Lasting Landscapes®

Overview: Working in conjunction with our sister organization's Lasting Landscapes process, the Fund will combine four key elements – research, planning, implementation, and stewardship – to achieve long-term sustainability of critical landscapes in Tanzania.

Goal: To provide for the long-term sustainability of targeted landscapes

Tactics: Research to identify, inventory, and analyze key landscapes. Planning to provide a policy and programmatic framework and to develop partnerships for achieving conservation. Restoration, conservation, outreach & education, and technical assistance to individuals, leaders, and organizations will be used to implement the recommendation of conservation and preservation plans. Stewardship of protected areas through education and technical assistance, and in some cases, direct management of protected areas outside of national parks and game reserves.



Tarangire Landscape

Outputs and Outcomes

Focused within our six strategies, the following outputs and outcomes provide a foundation with which to assure that the People & Predators Fund is progressing steadily towards its goals over the next three to five years.

Strategy	Outputs and Outcomes
A. Human-Carnivore Conflict Resolution	 Countrywide assessment of hotspots of human-carnivore conflict Priority areas for Tanzania mapped and three areas targeted as critical zones for the Fund's attention One livestock predation program established One research program on human-lion conflict established in an area where attacks on humans are prevalent Research on livestock-carnivore and human-carnivore conflict published in 2 scientific journals
B. Building Community Capacity	 14 community outreach events in 7 villages Village development plan created in targeted communities Land use plans created/revised in targeted communities One new partnership developed between a village and a foreign investor
C. Training and Education of Environmental Leaders	 One field training program held on carnivore tracking methodology for population assessments and monitoring Enhanced capability of Tanzanian citizens to self-monitor carnivore populations Participation in two invited seminars at Tanzanian educational institutions Facilitation of shared research between one foreign student and one Tanzanian graduate student
D. Collaborative Carnivore Conservation	 Species assessments and management plans for key areas Wildlife monitoring programs established for select species in key areas One education program established focusing on local values of carnivores and current population status in targeted communities Facilitation of participatory forums for stakeholders interested in collaborative conservation within targeted communities

E. Non-Protected Area Conservation

- One education program established to focus on the value of land conservation in targeted communities
- Participatory identification of appropriate conservation areas or corridors in lands outside of protected areas
- Facilitation of village agreements for the establishment of wildlife management areas
- Two new villages receive government approval for wildlife management areas
- Research on local values of natural resources and community wildlife management published in 2 journals
- F. African Lasting Landscapes
- One key landscape identified and inventoried for conservation and preservation potential
- Establishment of key partnerships for conservation actions
- Development and implementation of conservation plan in cooperation with partners
- Comparative analysis of Lasting Landscapes process and community conservation in developed and underdeveloped countries published in one scientific journal



Young Lion and Lioness Outside Tarangire National Park

Performance Measures

The following performance measures are provided as baseline indicators with which to assess the Fund's annual achievements and growth.

Category	Performance Measure (annual)
Financial	 10% increase in funding 2 new organizational funding sources 5% increase in membership and individual donors Overhead costs are less than 25% of total expenditures
Communities and Wildlife	 10% reduction in retaliatory wildlife killings in targeted communities 10% reduction in livestock depredation in targeted communities 5% increase in conservation areas within non-protected lands belonging to targeted communities 3 new communities joining the "network" 4 presentations to external organizations Participate in 2 conferences, one in Africa and one outside Provide 10 outreach events to local communities on wildlife, conservation, and/or development 4 articles published in newspapers or other general media One scientific paper published in a peer-reviewed journal
Organizational	 No more than 10% staff turnover Develop 2 new partner organizations 5% increase in fundraising events Biannual newsletter circulated to members and partner organizations 5% increase in website visitors
Learning and Growth	 Addition of 5 permanent staff until target of 30 individuals is reached 2 new local staff trained in tracking 1 week of training for Western staff on current concepts in conservation Participation in one GIS training course for one local staff member Supervision of at least one new Tanzanian graduate student

Appendix A: Financial Information

Section A -Estimated Annual Funding Summary

	Funding Sources						
PPF Strategies	Grants	Donations	In Kind Support	Total			
1. Human-carnivore conflict	\$65,000	\$10,000		\$75,000			
2. Building community capacity	\$65,000	\$10,000	\$10,000	\$85,000			
3. Training and education of environmental leaders	\$50,000	\$10,000	\$5,000	\$65,000			
4. Collaborative carnivore conservation	\$55,000	\$10,000	\$5,000	\$70,000			
5. Non-protected area conservation	\$30,000	\$10,000		\$40,000			
6. African Lasting Landscapes	\$20,000	\$10,000	\$25,000	\$55,000			
7. Organizational Management		\$100,000	\$10,000	\$110,000			
Totals	\$285,000	\$160,000	\$55,000	\$500,000			
Percent of Total Funding	57%	32%	11%	100%			

Percent of Total Funding 57%

Section B - Estimated Annual Cost Categories

	PPF Strategies								
Budget Categories	1	. Human-carnivore conflict	2. Building community capacity	#REF!	4. Collaborative carnivore conservation	3. Training and education of environmental leaders	6. African Lasting Landscapes	7. Organizational management	Total
a. Personnel		\$43,440	\$23,140	\$18,140	\$43,440	\$37,200	\$20,640	\$42,800	\$186,000
b. Travel		\$10,000	\$5,000	\$5,000	\$10,000	\$5,000	\$5,000	\$20,000	\$60,000
c. Equipment		\$5,000	\$25,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$55,000
d. Supplies		\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$10,000	\$15,000
e. Contracts		\$5,000	\$20,000	\$5,000	\$2,000	\$5,000	\$10,000	\$20,000	\$47,000
i. Total Direct Charges		\$65,940	\$75,640	\$35,640	\$62,940	\$54,700	\$43,140	\$97,800	\$435,800
j. Indirect Charges		\$7,913	\$9,077	\$4,277	\$7,553	\$6,564	\$5,177	\$11,736	\$52,296
	Totals	\$73,853	\$84,717	\$39,917	\$70,493	\$61,264	\$48,317	\$109,536	\$488,096

People & Predators Fund

Appendix B: Implementation Schedule

The following is an 18-month projection of the Fund's activities from the date of incorporation forward.

July 15th 2005 - Incorporation of the People & Predators Fund

July $15^{\rm th}$ 2005 – January $15^{\rm th}$ 2006

- Organizational development and planning including preparation of strategic, financial, and business plans
- Individual program development and corresponding proposal writing
- Identification of foundations for specific proposals and grant writing
- Private philanthropy and corporate fundraising planning and initiation
- Website and promotional materials development
- Establishment of partnerships
- Recruitment of volunteers for help with initial staffing
- Initiation of livestock-predation program in Tarangire ecosystem
- Submission of past research for scientific publication

January 15th – July 15th 2006

- Countrywide assessment of human-carnivore conflict initiated
- Research program on human-lion conflict in southern Tanzania established focusing on man-eating lions
- Educational program on wildlife tracking and monitoring conducted for local community members and/or wildlife officials
- Continued fundraising and grant writing
- Specific fundraising tour developed for April-May 2006
- Biannual newsletter formatted and first circulation
- Supervision of one Tanzanian graduate student project
- Potential hosting of Yale Master's candidate during summer research program

July 15th – January 15th 2007

- Priority areas for Tanzania mapped and three areas targeted as critical zones for Fund's attention
- Development program initiated in targeted community
- Continued general fundraising and grant writing
- Specific fundraising tour developed for September-October 2006
- Second biannual newsletter circulated
- Data analysis and report prepared for publication on livestock-carnivore conflict