

2016 ANNUAL REPORT

DIRECTOR’S NOTE

There are two big things on my mind as we enter 2017. The first is hugely positive: the announcement of a timeline by China for complete closure of its domestic ivory trade, from which roughly 70% of the world’s demand for ivory stems. China and those who applied the appropriate pressure deserve praise for taking this monumental step. In Kenya, our growing informer network is still picking up ivory, and dealers are being arrested, but we hope to see less of this in the future as a result of global efforts to stop the demand, which leads to slaughter.

As the demand for ivory is snuffed out, a new source of conflict is emerging between humans and elephants: land. We have barely had a chance to celebrate China’s announcement, because December 2016 and January 2017 have been full of tragedies in the Amboseli-Tsavo-Kilimanjaro ecosystem, all the result of escalating human-wildlife conflict. The growing human population is eating into space used by elephants and other migrating wildlife at an alarming rate, which leads to increased opportunity for conflict. We have been doing what we can to defuse the tension in these difficult situations, and it has required all hands on deck.

Our rangers patrol day and night, and the initial 45 km of wildlife fence we are building to deter crop-raiding elephants is now nearly completed. We hope that this will go a long way towards reducing the huge economic losses suffered by local farmers and the resultant violent retaliation against elephants. However, this fence will only lead to more pressure on other farming areas, highlighting the desperate need to secure a hard line between agriculture and wildlife across the entire ecosystem.

On a positive note, despite the high number of livestock killed by predators (an average of more than 11 animals each day), we have seen very few attempts by livestock owners to kill the offending predators. The Big Life predator compensation program, now running for 14 years, is playing a central role in this, as is the Maasai Olympics. The third biennial Olympics took place in December and turned into a nail-biter, with Rombo Group Ranch taking home the grand prize – an impressive breeding bull.

There is nothing to suggest that 2017 is going to be any calmer than 2016, and Big Life’s work is more important than ever. Thank you again for your generous support in 2016, which has enabled us to keep our rangers in the field and our planes in the skies. We also thank you for considering extending this support into 2017, and we pledge to maximize the impact of every penny, as always.

Richard Bonham
Co-Founder & Director of Operations

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We envision a world in which conservation supports the people, so that people will support conservation.

WILDLIFE PROTECTION: KENYA

Big Life Rangers

Area of Operation (AOO): Amboseli-Tsavo-Kilimanjaro Ecosystem

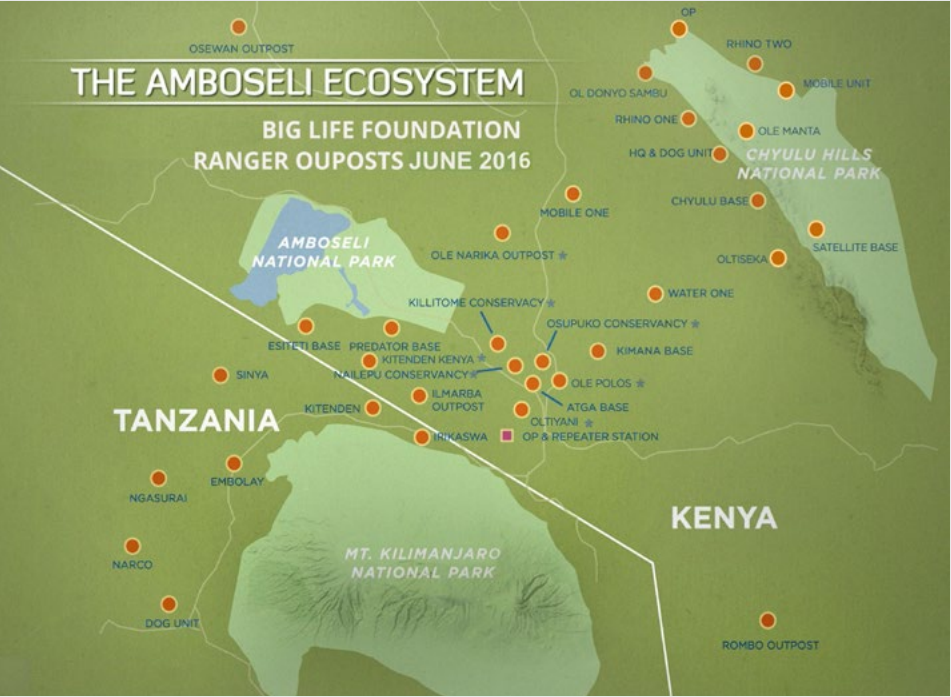
Core AOO (permanent security presence): Mbirikani Group Ranch, Olgulului Group Ranch, Kimana Group Ranch, Rombo Group Ranch, Amboseli National Park, Chyulu Hills National Park

Non-Core AOO (area patrolled by mobile units): Mailua Ranch, Eselengei Group Ranch, Merrueshi Ranch, Taveta area

Adjacent Area: Kuku Group Ranch, Tsavo West National Park, Enduimet Wildlife Management Area

Cross-border Patrols

This year, Big Life rangers participated in several cross-border patrols, working in partnership with Kenya Wildlife Service, Enduimet Wildlife Management Area, and Satao Elerai. The primary aim of cross-border operations is to increase ranger presence and coverage in areas that have historically received little attention. This helps to act as a deterrent to poaching, warning poachers that national borders are not porous and are being actively monitored.



HIGHLIGHTS

2,000,000+
Acres Protected

350
Total Field Staff*

250
Trained Rangers

46
Ranger Units

26
Permanent Outposts

5
Mobile Units

5
Tracker Dogs

Distance Patrolled

January-March

By Foot: 18,236 km

By Vehicle: 63,211 km

April-June

By Foot: 18,995 km

By Vehicle: 56,481 km

July-September

By Foot: 20,839 km

By Vehicle: 55,164 km

October-December

By Foot: 21,596 km

By Vehicle: 63,902 km

TOTAL

78,574 km

232,360 km

Arrests & Incidents

January-March

Arrests: 64

Incidents: 31

April-June

Arrests: 39

Incidents: 23

July-September

Arrests: 73

Incidents: 36

October-December

Arrests: 67

Incidents: 29

TOTAL

243

119

Items Confiscated

16 Axes	113 Snares
23 Bicycles	1 packet Poison
18 Bows	12 Poisoned arrows
7 Chainsaws	2 Serval cat skins
81 Charcoal bags	1 Leopard skin
41 Charcoal kilns	4 Python skins
1 Crocodile skin	5 Rakes
2 Hippo teeth	500+ kg Sandalwood
410 kg Ivory	3 Spears
6 Knives	1 Sword
50 Machetes	30 Vehicles
5 kg Marijuana	19 Water pumps
46 Non-poisoned arrows	

* including rangers, scouts, drivers, informers, etc.



WILDLIFE PROTECTION: KENYA

Wildlife Incidents: Elephants

Elephant Mortality

Within Big Life's Core and Non-Core AOO

Natural Deaths

Core AOO: 3
Non-Core AOO: 0

Ivory Recovery: 1/1*

Human-Elephant Conflict

Core AOO: 12
Non-Core AOO: 2
Ivory Recovery: 14/14

Trophy Poaching

Core AOO: 1
Non-Core AOO: 0
Ivory Recovery: 0/1

Unknown

Core AOO: 5
Non-Core AOO: 3
Ivory Recovery: 3/8

 **26 Total Elephant Mortalities**

** Tusks were naturally missing in 2 juveniles*

Elephant Rescues

All done in collaboration with our partners at the David Sheldrick Wildlife Trust

January-March

Rescued: 0
Reason for Rescue: N/A

April-June

Rescued: 2
Reason for Rescue: Stuck in semi-dry dam (1);
Abandoned/blind (1)

July-September

Rescued: 2
Reason for Rescue: Abandoned by family (2)

October-December

Rescued: 1
Reason for Rescue: Injured (1)

 **5 Total Elephants Rescued**

Elephant Injuries

January-March

Treated: 2 (2 spear wounds)
Not Treated: 3

April-June

Treated: 7 (6 spear wounds, 1 stepped on rake)
Not Treated: 2

July-September

Treated: 8 (6 spear wounds, 2 diseased)
Not Treated: 4

October-December

Treated: 4 (2 spear wounds,
1 predator attack, 1 arrow)
Not Treated: 6

21 Treated
15 Not Treated

 **36 Total Injuries**

WILDLIFE PROTECTION: KENYA

Wildlife Incidents: Rhinos, Bushmeat, Habitat Destruction

Rhino Protection

We are thrilled to report that no rhinos were lost in our area of operation in 2016. Big Life has been working hard with partners to obtain Intensive Protection Zone (IPZ) status in the Chyulu Hills where the rhinos live, and our efforts are progressing well. The Chyulu Hills are ideally suited for Eastern black rhinos, and achieving IPZ status would enable us to qualify for inbound rhino translocations into the area. It is vital that the remaining population of seven Eastern black rhinos continues to prosper in order for this to be achieved, and we are happy to report that all rhinos in our area are currently healthy. As other rhino habitats in Kenya reach carrying capacity, the future of the Chyulu Hills as free-roaming black rhino range becomes more and more important for the preservation of the species and the well-being of individual animals.



Bushmeat

Species targeted for bushmeat include animals such as: giraffe, impala, zebra, dik-dik, eland, hartebeest, lesser kudu, and warthog.

January-March

Incidents: 1
Suspects Apprehended: 2
Animals Poached: 5

April-June

Incidents: 2
Suspects Apprehended: 5
Animals Poached: 8

July-September

Incidents: 4
Suspects Apprehended: 7
Animals Poached: 21

October-December

Incidents: 2
Suspects Apprehended: 4
Animals Poached: 22

TOTAL

🔗 9 Incidents
👤 18 Suspects Arrested
➡️ 56 Animals Poached Overall

Habitat Destruction

Illegal activities include, among others, arson, charcoal production, logging, woodcarving, livestock grazing in wildlife protected areas, and large-scale illegal pumping of water from rivers for irrigation.

January-March

Incidents: 12
Suspects Apprehended: 28

April-June

Incidents: 13
Suspects Apprehended: 25

July-September

Incidents: 25
Suspects Apprehended: 55

October-December

Incidents: 8
Suspects Apprehended: 14

TOTAL

🔗 58 Incidents
👤 122 Suspects Arrested

NO RHINOS WERE LOST

in Big Life's area of operation in 2016.





“Big Life Foundation has become the benchmark of the good work any NGO can do in the communities of the Amboseli–Tsavo ecosystem.”

*Honorable Katoo Ole Metito, MP
Chief Whip, Majority Party,
National Assembly of Kenya*

WILDLIFE PROTECTION: KENYA

Wildlife Incidents: Other

Big Life rangers are involved in a broad range of wildlife and community protection activities. Other activities include wildlife rescue, treatment, and community service. The statistics below do not include elephants, rhinos, or lions, which are covered on other pages.

Wildlife Mortality

Farm Chemicals: 6
Gazelle, Impala, Zebra

Drowning: 2
Hyena, Eland

Falls Caused by Man-Made Holes: 13
Zebra, Giraffe, Eland

Road Kills: 41
Eland, Gazelle, Giraffe, Hyena, Impala, Jackal, Lesser Kudu, Wildebeest, Zebra

TOTAL

 **62 Mortalities**

Human Search & Rescue

Incidents: **13**
People Rescued: **15**

Wildlife Rescues

Dik-dik: 1
Eland: 8
Gazelle: 1
Giraffe: 2
Lesser Kudu: 1
Wildebeest: 3
Zebra: 2

HUMAN-WILDLIFE CONFLICT: KENYA

Human-Wildlife Conflict (HWC)

HWC takes two primary forms across Big Life's area of operation. One is the raiding of crops by wildlife, particularly hungry elephants. Another occurs when predators kill local herders' livestock.

Escalating HWC, specifically human-elephant conflict (HEC), continues to be the most significant threat to the ongoing conservation of wildlife within the Amboseli-Tsavo-Kilimanjaro ecosystem. Incidents in which humans are injured or killed are happening more frequently, which has led to increased retaliation against and mortality of elephants.

Elephant Exclusion Fence

To address and reduce HWC within the ecosystem, Big Life is working with communities to build and manage an electric fence that will separate farms and people from wildlife, namely elephants. There are four proposed phases resulting in more than 120 km of elephant exclusion fencing through critical areas of the Amboseli-Tsavo-Kilimanajaro ecosystem.

Phase 1 of fence construction commenced in 2016, with more than 40 km cleared in preparation. By the end of 2016, two construction teams were on the ground, and 11 km were fully constructed, with an additional 8 km of wire (without outriggers) installed. The first phase of the project is now nearly complete. The remaining construction phases will commence as funds become available and as we continue to tackle increasing HWC across the ecosystem.

Crop Raiding

January-March

Crop-Raiding Incidents: 93
Incidents involving elephants: 93
Acres Damaged: 48
Acres damaged by elephants: 48
Intercepted Incidents: 94

April-June

Crop-Raiding Incidents: 243
Incidents involving elephants: 223
Acres Damaged: 145
Acres damaged by elephants: 138
Intercepted Incidents: 96

July-September

Crop-Raiding Incidents: 214
Incidents involving elephants: 201
Acres Damaged: 154
Acres damaged by elephants: 142
Intercepted Incidents: 124

October-December

Crop-Raiding Incidents: 207
Incidents involving elephants: 199
Acres Damaged: 117
Acres damaged by elephants: 112
Intercepted Incidents: 99

TOTAL

🌾 757 Crop-Raiding Incidents

🐘 716 by elephants

🌾 464 Acres Damaged

🐘 440 by elephants

👤 413 Intercepted Incidents

Additional Property Damage

January-March

Core AOO: 1
Non-Core: 0
Property: Pipes

April-June

Core AOO: 1
Non-Core: 0
Property: Water tank, Pipes

July-September

Core AOO: 2
Non-Core: 1
Property: Water tank, Tap, Fence

October-December

Core AOO: 3
Non-Core: 3
Property: Vehicle, Pipes, Fence

TOTAL

7 Core AOO

4 Non-Core AOO



HUMAN-WILDLIFE CONFLICT: KENYA

Predators

Predator Compensation Fund

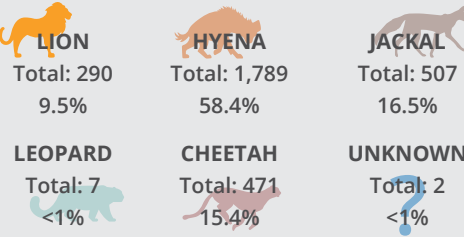
Big Life protects the major predators within the local ecosystem through an innovative predator protection program in partnership with local communities. The core component of this program is livestock compensation – the Predator Compensation Fund (PCF) – aimed at reducing the motivation for retaliatory killing of predators following livestock depredation.

The fund pays Maasai livestock owners for a portion of the value of their livestock lost to predators, on the condition that no predators are killed in retaliation. Big Life staff verify all depredations, and penalties are applied for poor animal husbandry. The community provides 30% of the total compensation paid, and fines are applied if any predators are killed by members of participating communities.

TOTAL COMPENSATION:

3,066 livestock killed with a compensation value of \$96,033

Depredation by species:



TOTAL: 3,066

Compensation Issued for Predation

January-March

Cows: 96
Donkeys: 13
Sheep/Goats: 324
TOTAL USD: \$14,568

April-June

Cows: 97
Donkeys: 1
Sheep/Goats: 48
TOTAL USD: \$20,903

July-September

Cows: 10
Donkeys: 14
Sheep/Goats: 874
TOTAL USD: \$27,057

October-December

Cows: 149
Donkeys: 22
Sheep/Goats: 883
TOTAL USD: \$33,505

TOTAL

 **352 Cattle**
 **2,129 Sheep /Goats**
 **50 Donkeys**

TOTAL: \$96,033

Predator Conflict

Retaliatory Hunt Prevention

Big Life rangers, often in coordination with Kenya Wildlife Service and Lion Guardians, successfully stopped 18 lion hunts.

January-March

Core AOO: 6
Non-Core: 2

April-June

Core AOO: 1
Non-Core: 0

July-September

Core AOO: 2
Non-Core: 1

October-December

Core AOO: 3
Non-Core: 3

TOTAL

12 Core AOO
6 Non-Core AOO

Lion Mortality

Three lions were killed in Big Life’s core area of operation. A growing lion population and increasing conflict with nearby humans highlights the need to expand the compensation program to contiguous areas.

Spearing

PCF area: 2
Non-PCF area: 1
Outside AOO: 4

Unknown (suspected natural)

PCF area: 2
Non-PCF area: 0
Outside AOO: 0

Natural

PCF area: 2
Non-PCF area: 0
Outside AOO: 0

TOTAL

11 Lion Mortalities





MAASAI OLYMPICS

“We started this initiative to stop killing the lions. Most of them [the Maasai] are so enthusiastic in participating in sport and athletics, I think we are seeing positive reactions.”

– David Rudisha, Maasai Olympics Patron and Gold-Medal Olympian

HUMAN-WILDLIFE CONFLICT: **KENYA**

Menye Layiok & Maasai Olympics

In 2012, working with the local community, Big Life created the Maasai Olympics. Instead of killing lions to compete for recognition, express bravery, attract girlfriends, and identify leaders, the *menye layiok* (or “cultural fathers of the warriors”) have created a history-changing alternative: an organized Maasai sports competition based upon traditional warrior skills.

The third Maasai Olympics final was held on December 10, 2016 after months of conservation-related community education workshops and a series of regional sports competitions between four participating *manyattas* (villages) in six categories: *rungu* throwing, javelin, high jump, and 200 m, 800 m, and 5,000 m races.

Two teams went into the much-anticipated final event, the standing high jump, neck-and-neck, with Mbirikani at 11 points and Rombo ahead at 12. After a tense competition, warrior Kuya from Rombo

pulled out an unbelievable winning jump that sent him soaring to 10 feet 6 inches high. Rombo not only won the day, but also won the Chester Zoo conservation scholarship prize (worth \$2,600), because their warrior village had not killed any lions in 2016. Two athletes, the winners of the 800 m and the 5,000 m races, will be running in the next New York Marathon, sponsored by the Maasai Wilderness Conservation Trust.

The message of the day was clear in the speeches by local dignitaries and the patron of the event, Kenyan Olympian and 800 m world-record holder David Rudisha: lions and other animal species are worth more alive than dead. Through the regional competitions and educational meetings, excluding the final event, Big Life has engaged over 8,000 Maasai on the importance of wildlife conservation, including nearly 3,500 warriors, 1,400 men, over 1,800 women, and 1,500 children.

Special thanks to the 2016 Maasai Olympics Sponsors:

LEAD SPONSOR: National Geographic’s Big Cats Initiative

MAJOR SPONSORS: Chester Zoo (UK); Charles & Judy Tate; Dan & Pam Baty

SPONSORS: Maasai Wilderness Conservation Trust (MWCT); Great Plains Conservation / ol Donyo Lodge; Olive Branch

THREATS TO HUMANS

Human Injuries

January-March

Core AOO: 6
Non-Core AOO: 0
Causes: Buffalo, Elephant, Snake

April-June

Core AOO: 3
Non-Core AOO: 0
Causes: Buffalo, Elephant

July-September

Core AOO: 0
Non-Core AOO: 1
Causes: Elephant

October-December

Core AOO: 8
Non-Core AOO: 0
Causes: Buffalo, Elephant, Snake

TOTAL

⚡ 17 Core AOO
1 Non-Core AOO

Human Death

January-March

Core AOO: 4
Non-Core AOO: 0
Causes: Elephant

April-June

Core AOO 0
Non-Core AOO: 0
Causes: None

July-September

Core AOO: 0
Non-Core AOO: 1
Causes: Elephant

October-December

Core AOO: 2
Non-Core AOO: 0
Causes: Elephant

TOTAL

⤴ 6 Core AOO
1 Non-Core AOO



Following arrests, suspects are taken to the police and booked. The process of charging a suspect can either be relatively immediate or drag on for months to years depending on the nature of the crime.

7 Concluded Cases

Case 1

Suspect(s): 1 person
Crime: Trophy poaching
Sentence: \$30,000 fine

Case 2

Suspect(s): 2 people
Crime: Bushmeat poaching
Sentence: Released
(subsistence hunting)

Case 3

Suspect(s): 1 person
Crime: Bushmeat poaching
Sentence: \$400 fine

Case 4

Suspect(s): 3 people
Crime: Bushmeat poaching
Sentence: Released
(subsistence hunting)

Case 5

Suspect(s): 1 person
Crime: Bushmeat poaching
Sentence: \$300 fine

Case 6

Suspect(s): 2 people
Crime: Ivory dealers
Sentence: 3 years in prison

Case 7

Suspect(s): 2 people
Crime: Ivory dealers
Sentence: 3 years in prison

48 Ongoing Cases



20 Bushmeat



20 Ivory Trafficking



1 Forest Fire



1 Elephant Spearing



1 Lion Poisoning



3 Trophy Poaching



2 Sandalwood Trade



WILDLIFE PROTECTION AND HUMAN-WILDLIFE CONFLICT: TANZANIA

In 2016, Big Life’s programs in Tanzania were implemented by the Honeyguide Foundation.



101



TRAINED RANGERS

Enduimet: 55, Manyara: 17, Randilen: 29

3



LIONS KILLED IN RETALIATION


Enduimet: 2, Manyara: 1, Randilen: 0

15



POACHING COURT CASES


0



ELEPHANTS POACHED

Enduimet

4



STAFF FULLY FUNDED BY BIG LIFE

26

PARTIALLY FUNDED BY BIG LIFE

2



OTHER WILDLIFE KILLED IN RETALIATION

Enduimet: 1, Manyara: 1, Randilen: 0

74



ILLEGAL CHARCOAL PRODUCTION INCIDENTS

Enduimet: 32, Manyara: 0, Randilen: 42

20



BUSHMEAT POACHING INCIDENTS

Enduimet: 11, Randilen: 5, Manyara: 4

8



OUTPOSTS

Enduimet: 6, Manyara: 1, Randilen: 1

185



LIVESTOCK KILLED BY PREDATORS

Enduimet: 165, Manyara: 15, Randilen: 5

21



ILLEGAL LOGGING INCIDENTS

Enduimet: 7, Manyara: 3, Randilen: 11

119,172

KILOMETERS PATROLLED

Enduimet: 48,520 km, Manyara: 12,415 km
Randilen: 36,492 km, Burunge: 21,745 km

447



ELEPHANT CROP-RAIDING INCIDENTS MITIGATED

Enduimet: 169, Randilen: 130 Burunge: 148

4



VEHICLES

Enduimet: 3, Burunge: 1



EDUCATION: **KENYA**

BUILDING A BRIGHTER FUTURE

Big Life sponsors students from primary and secondary schools up through Nairobi universities and even medical school.

Helping Students

Big Life provided educational scholarships to 175 students across 14 primary and secondary schools on Mbirikani Group Ranch. Thanks to an endowment from the Mellman Foundation, the scholarship program expanded by 17% and enrolled 20 new students. The Highland School also continues to support Enkijape Primary School, where they sponsor 42 students, and 17 additional students in nearby secondary and tertiary schools. Two students graduated with business management degrees, and four students graduated from tertiary-level education.

Helping Teachers

Big Life paid the salaries of 28 teachers, including a new teacher on Rombo Group Ranch. Teacher salaries were also increased by 25%.

Helping Schools

Big Life completed construction on two new dormitories, two teacher houses, and two new 8,000 liter water tanks at Orbili Primary School. The water tanks at Noosidan preschool have been bricked in to protect them from thirsty elephants. 12 new bunk beds and a special needs unit have also been added.

Conservation Education & Outreach

Thanks to our sponsors at LUSH Fresh Handmade Cosmetics, Big Life has hired an Education Officer to conduct in-school conservation programs. So far, she has visited 13 schools and engaged over 1,100 teachers and students on multiple topics, as well as taken 30 students and 6 teachers on a trip into Amboseli National Park. A scholarship program in Kimana Conservancy was launched with support from Tawi Lodge, and WildlifeDirect sponsored 46 students from the wildlife scholarship program to spend a special day at Amboseli National Park.



ADDITIONAL NEWS: KENYA

Ivory Burn

On April 30, Big Life attended and supported the world's largest ivory burn in Nairobi. The burn was part of a massive effort to demonstrate publicly that there is zero tolerance for those supplying ivory, and no support for any form of ivory trade. Ivory belongs in exactly one place: on living elephants. China's announcement at the end of 2016 to phase out its commercial ivory markets by the end of 2017 comes as welcome news. We'll be monitoring the impact on our own ecosystem closely.

Addition of a New Outpost

Mangula Outpost (constructed in July 2016, thanks to support from IFAW) is situated in the most southwesterly corner of Big Life's core area of operation, within 1 km of the Tanzanian border. Prior to the outpost's construction, security in the area was limited. Mangula is close to the border town of Namanga, where contraband transported across the border is within easy reach of roads leading to Arusha and Nairobi. Since Mangula Outpost's construction, intelligence reports of both bushmeat and smuggling have decreased by as much as 75%, demonstrating that boosting security in the area is having a positive impact on reducing crime.

Land Leases

In June, Big Life took over the management of six conservancies on Kimana Ranch, under the umbrella of the Amboseli Landowners Conservancy Association (ALOCA), and with support from the David Sheldrick Wildlife Trust. The conservancies protect the important wildlife dispersal areas of Kimana, as well as the critical corridor that links Amboseli National Park to the Kimana Sanctuary and beyond to Kuku Group Ranch and Tsavo West National Park.

Under the former management organization, a land lease program was set up on the conservancies to pay each conservancy member an annual fee per acre of land, in return for restrictions on damaging development such as fencing, farming, or unapproved building. The lease was renegotiated mid-year as part of the management transition to Big Life, with an increase in lease fees for a period of 15 years. Landowner meetings continue with the main aim of confirming those who have signed the lease agreement, and persuading those who have not yet joined to do so.

Tracker Dogs

Big Life's bloodhound pups, Bonnie and Clyde, are all grown up and have completed their tracker dog training. They now regularly join Didi on important missions in the field.

On April 30, Big Life attended and supported the world's largest ivory burn in Nairobi.

BIG LIFE: FINANCIALS AND SUPPORT

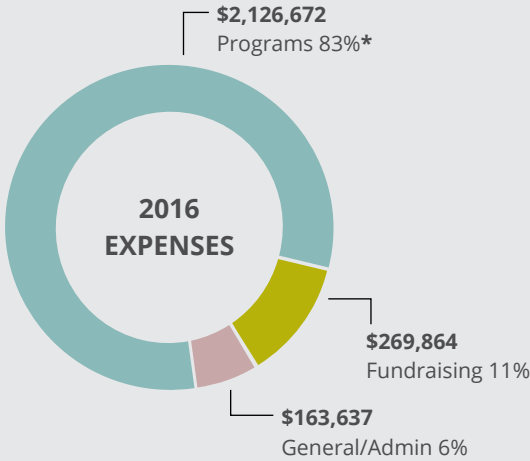
Organization: Big Life Foundation USA | Report: Financial Report | Period: January to December 2016 | Country: USA | Currency: US Dollars

STATEMENT OF ACTIVITIES

INCOME	2016	2015
Contributions & Grants	\$2,857,893	\$2,222,834
In-Kind Contributions	\$237,086	\$149,763
Other Income	\$12,982	\$8,735
Total Income	\$3,107,961	\$2,381,332
EXPENSES		
Programs	\$2,126,672	\$1,483,376
General/Admin	\$163,637	\$182,924
Fundraising	\$269,864*	\$121,872**
Total Expenses	\$2,560,173	\$1,788,172
Change in Net Assets	\$547,788	\$593,160
Net Assets, Beginning of Year	\$1,573,026	\$979,866
Net Assets, End of Year	\$2,120,814	\$1,573,026

* Includes \$94,439 in free online advertising via Google Ad Grants
** Includes \$1,153 in free online advertising via Google Ad Grants

At Big Life, we maximize every penny of your contributions. Excluding donated online advertising from Google Ad Grants, **86¢** out of every **\$1** donated goes directly towards our mission of protecting African wildlife and wild lands for the benefit of all.



* Big Life receives up to \$120,000/yr of free online advertising from a Google Ad Grant. Auditing standards require us to categorize this donated advertising as a fundraising expense, which skews our percentages slightly. We do not spend a penny of your donations on Google AdWords, and—excluding this donated online advertising—our programs expenditure would be **86%**.

Our Form 990 tax filings and audited financial statements are available online at www.biglife.org/about-big-life/financials.



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We are grateful for the support of our partners, including:

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Chester Zoo
David Sheldrick Wildlife Trust
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BIGLIFE.ORG

Big Life Foundation USA
1715 North Heron Drive
Ridgefield, WA 98642
USA

info@biglife.org