

2020

IMPACT REPORT

SPECIAL ANNIVERSARY EDITION



**BIG LIFE**  
FOUNDATION

## Co-Founder's Note

BY NICK BRANDT

His name was Igor.

For 49 years, he wandered the plains and woodlands of the Amboseli ecosystem, so relaxed that in 2007, he allowed me to come within a few meters of him to take the portrait you see on the cover.

Two years later, in October 2009, he was killed by poachers for his ivory.

At that time, on an almost weekly basis, many of Igor's brethren were being killed in the same way. The Amboseli ecosystem, with one of the most important populations of elephants left in East Africa, was suffering badly due to insufficient funding of both government and the very few nonprofit organizations in the area.

Action had to be taken, and urgently, to fill the gaping hole. I had a series of plans, among which were:

- A local leader on the ground to direct and coordinate operations firsthand, to have an open door and an open ear to the local community. If you don't have the local community on your side, you're screwed. For exchange of information, the bush network beats the social network any day.
- Teams of rangers that were locally hired and fully mobile, with vehicles, radios, and tracker dogs on stand-by. All obvious stuff.
- Cross-border anti-poaching patrols. Most of the poachers were coming over the border from Tanzania, making their kills, and then escaping back with no-one to arrest them on the other side. Teams of rangers on both sides of the border were needed, working in close communication, to track and pick up any poachers escaping back over into Tanzania. No organization had yet done this, but animals don't pay attention to borders, nor do poachers, so neither should we.

Back in the US, I visited a collector of my photos and talked her through my plans. She immediately committed \$500,000 a year for the first 3 years. We will be forever grateful to that donor (who prefers to remain anonymous). In that one moment, with that money, things became possible.

I had a name: Big Life Foundation. Now I needed that leader on the ground.

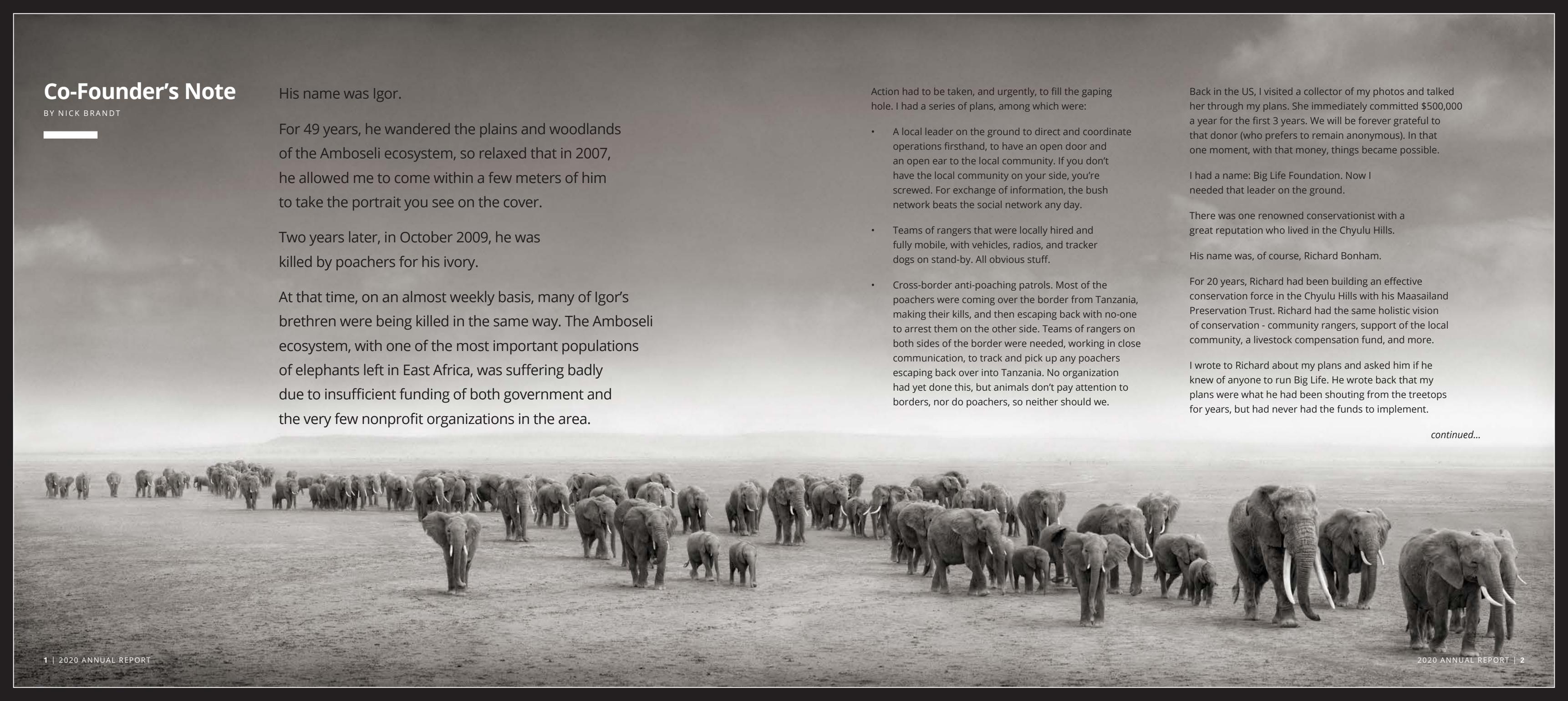
There was one renowned conservationist with a great reputation who lived in the Chyulu Hills.

His name was, of course, Richard Bonham.

For 20 years, Richard had been building an effective conservation force in the Chyulu Hills with his Maasailand Preservation Trust. Richard had the same holistic vision of conservation - community rangers, support of the local community, a livestock compensation fund, and more.

I wrote to Richard about my plans and asked him if he knew of anyone to run Big Life. He wrote back that my plans were what he had been shouting from the treetops for years, but had never had the funds to implement.

*continued...*



To my surprise and delight, he suggested that he could run Big Life. This was the perfect solution - someone with his reputation and 20 years of experience, running the organization on the ground.

In late 2010, Big Life fired up and went into action with Richard as its co-founder. Igor became Big Life's unfortunate poster child, and his home, the Greater Amboseli ecosystem, is the place where Big Life today protects 1.6 million acres.

With that first precious funding and subsequent donations, within a year, Big Life was able to hire 85 fully-equipped well-trained rangers plus platoon commanders, construct 12 anti-poaching outposts, purchase 9 anti-poaching patrol vehicles and a Microlight plane for aerial monitoring, and grow an informer network on both sides of the border.

A series of quick dramatic arrests was made of several major poaching gangs, who had been poaching the Amboseli region's elephants for many years. They were tracked down by Big Life's teams in exactly the way we had planned, through coordination between rangers in both countries, our network of informers, and local community help.

Cut forward to the present day.

Under the stellar, rock-solid leadership of Richard and now also his second-in-command of operations, Craig Millar, Big Life has become one of the biggest employers in the region, with 500+ local staff.

And so it is that 10 years on...

The number of elephants killed by poachers last year in the areas patrolled by Big Life rangers was ZERO. The number of rhinos killed by poachers last year was ZERO. The populations of elephants, lions, giraffes, cheetahs and most other species in the ecosystem have all markedly increased since 2010.

However, a new threat to elephants was growing in the ecosystem. More elephants were now being killed by farmers whose crops had been destroyed than by poachers. Only a few years ago, 14

elephants were killed in one year in this way. To solve this latest problem, Big Life built over 100 km of electrified fence. As a result, in 2020, just two elephants were killed. And now, because of this, both elephants and farmers live happier, safer lives.

But now, we face the biggest, most complex threat of all.

And it all comes down to land.

Back in 2010, to combat the poaching, to staunch the flow of blood, we were engaged in a form of triage. By triage, I mean that we had to make brutally hard decisions about which were the most critical areas to set up outposts, knowing that we were leaving many elephants in other areas unprotected until we got more funding.

Today, we find ourselves dealing with another utterly necessary form of triage: to save the most important land for wildlife through leasing wildlife habitat before it is swallowed up to development.

The ecosystem is being rapidly transformed from community-owned land into private ownership that will shatter the landscape into thousands of 20-60 acre parcels. As the parcels are converted to other uses, wildlife will run out of space. It will be difficult to preserve the ecosystem in its current state. However, there are key wildlife corridors and dispersal areas that we can still protect, which would allow the ecosystem to support wildlife numbers similar to those now.

Today, this is Big Life's most urgent task. There is no time to waste. Land preservation can be a win-win for all, not just for the animals, but also for the local communities.

Thank you to all of you from me, Richard and everyone at Big Life for being with us on our journey up until now.

We hope that you will stay with us for the next, most vital stage of our journey.

**NICK BRANDT**

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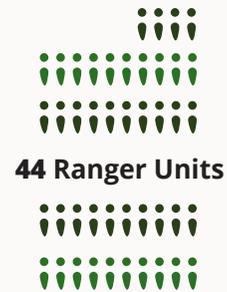
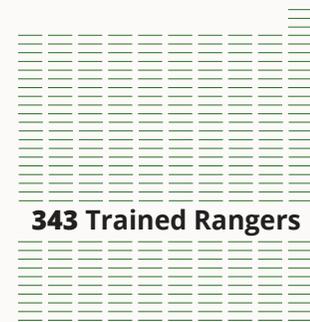
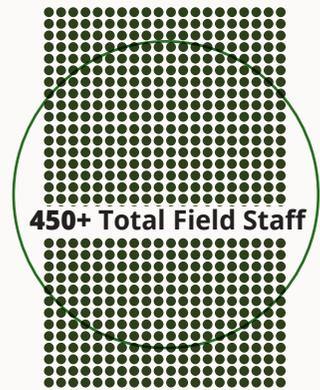
29 FINANCIALS

30 SUPPORTERS

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### 28 Timeline of Accomplishments: Special Anniversary Insert

# 2020 Year in Review



## TOTAL KILOMETERS PATROLLED

On Foot: **142,310**

By Vehicle: **414,387**

By Plane: **41,620**

**0**  
Elephants Poached

**0**  
Rhinos Poached

**569 KG**  
Ivory Confiscated

**338**  
Suspects Arrested  
in 165 Incidents

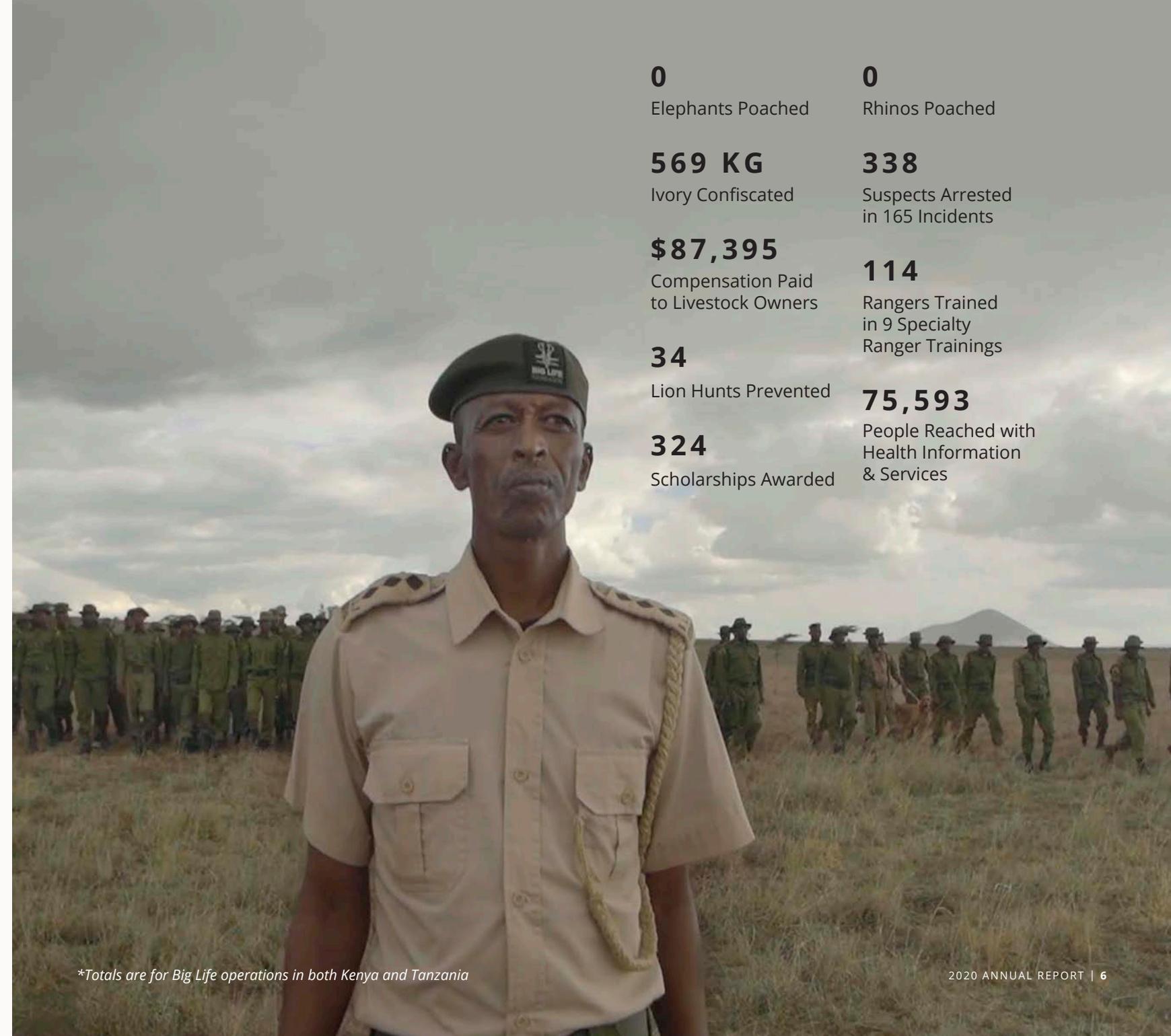
**\$87,395**  
Compensation Paid  
to Livestock Owners

**114**  
Rangers Trained  
in 9 Specialty  
Ranger Trainings

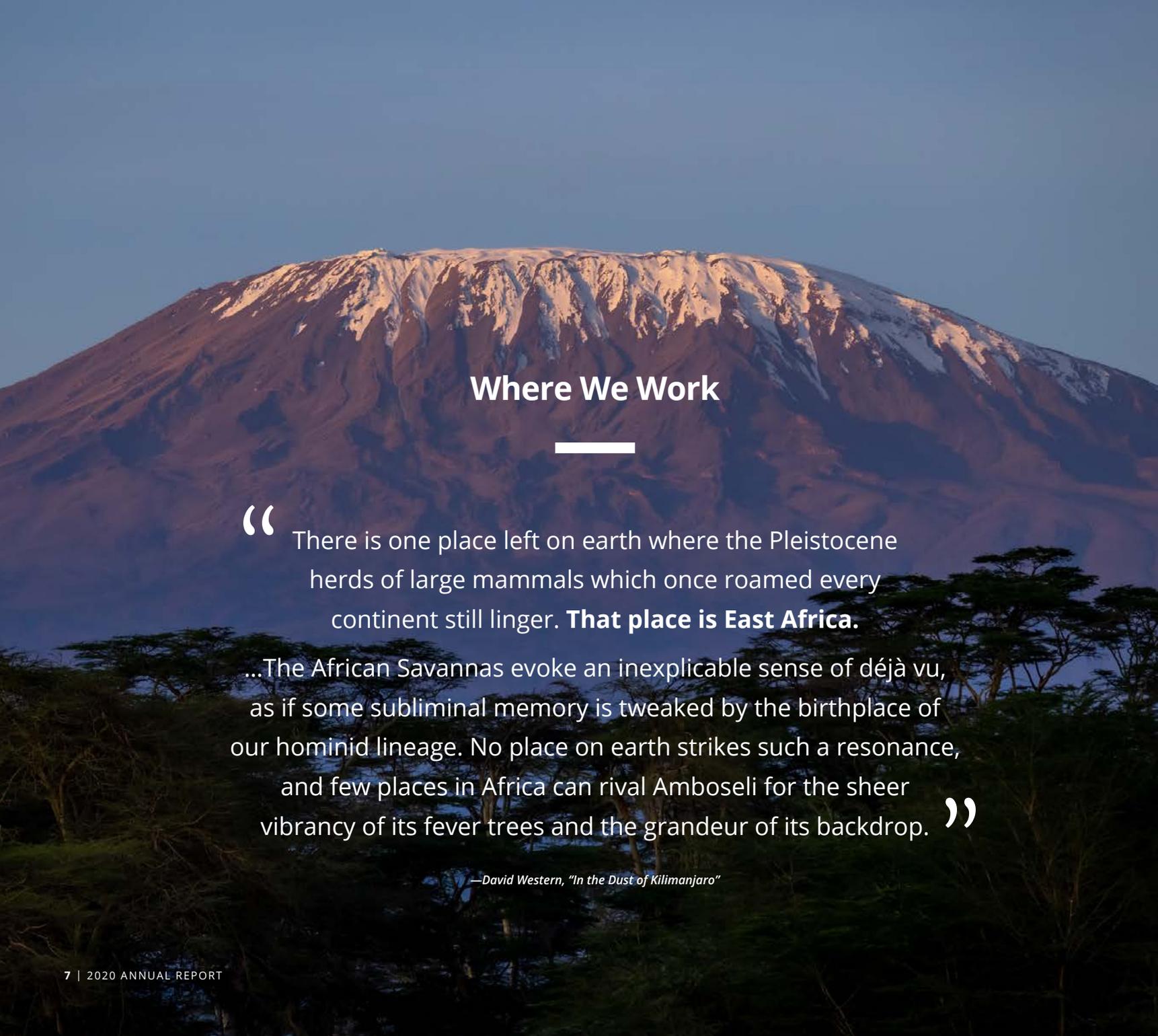
**34**  
Lion Hunts Prevented

**75,593**  
People Reached with  
Health Information  
& Services

**324**  
Scholarships Awarded



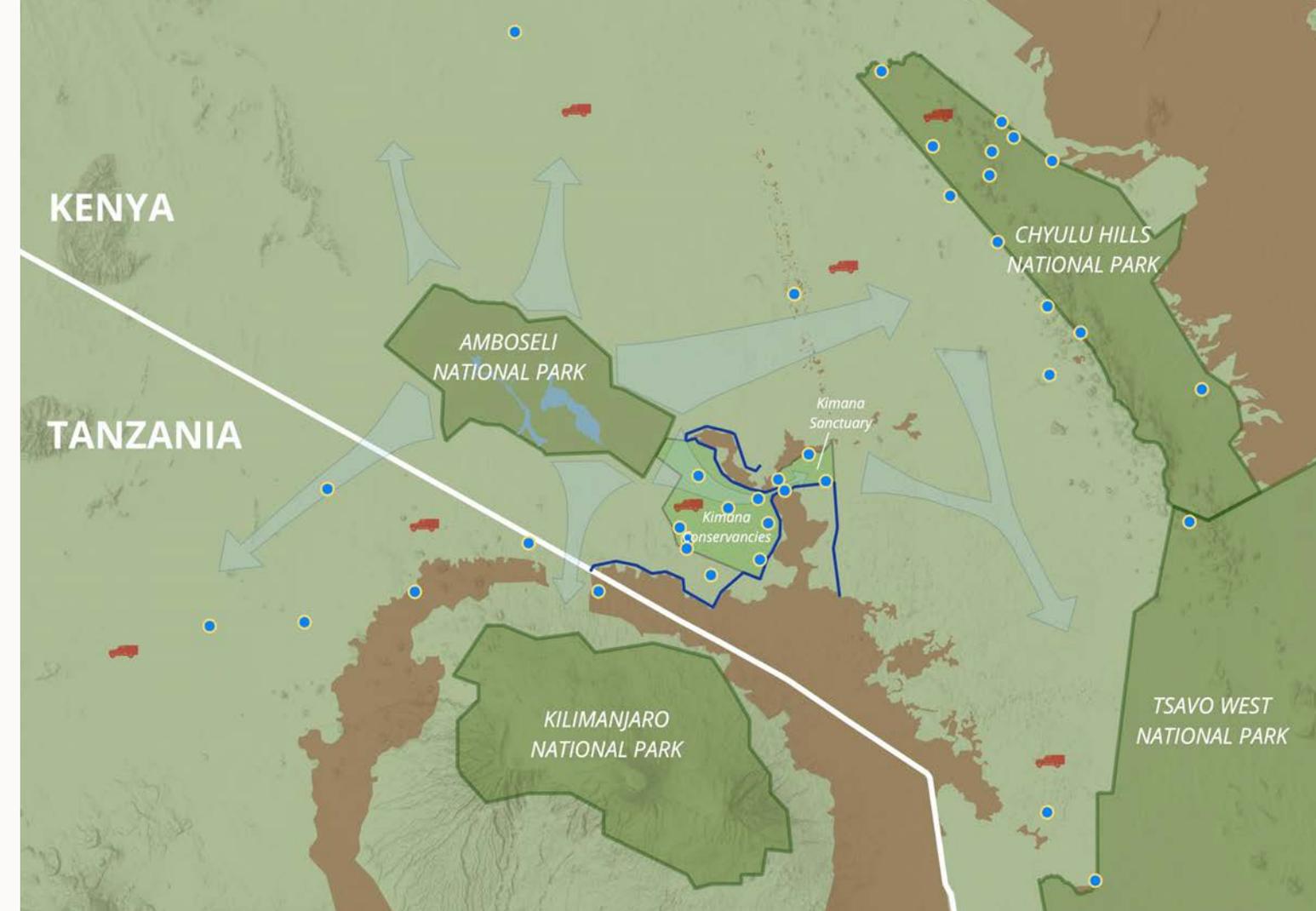
*\*Totals are for Big Life operations in both Kenya and Tanzania*



## Where We Work

“ There is one place left on earth where the Pleistocene herds of large mammals which once roamed every continent still linger. **That place is East Africa.** ...The African Savannas evoke an inexplicable sense of déjà vu, as if some subliminal memory is tweaked by the birthplace of our hominid lineage. No place on earth strikes such a resonance, and few places in Africa can rival Amboseli for the sheer vibrancy of its fever trees and the grandeur of its backdrop. ”

—David Western, "In the Dust of Kilimanjaro"



**Big Life's Area of Operation (AOO) covers 1.6 million acres of the Greater Amboseli ecosystem.** Our AOO is divided into a core area with a permanent Big Life security presence, a non-core area that is actively patrolled by mobile units in response to need, and adjacent areas where we provide support when requested.

**Core AOO:** Chyulu Hills National Park, Enduimet Wildlife Management Area (Tanzania), Eselengei Group Ranch, Kimana Area, Mbirikani Group Ranch, and Rombo Group Ranch

**Non-Core AOO:** Merrueshi Ranch, Taveta Area  
**Adjacent Areas:** Kuku Group Ranch, Mailua Ranch, Olgulului Group Ranch, Tsavo West National Park

- BLF-Supported Ranger Outposts
- Mobile Ranger Units
- Wildlife Migration Routes
- National Parks
- Agricultural Areas
- Crop Protection Fence

## WILDLIFE PROTECTION

Most animals have a price. Some are killed for their meat, others for their body parts - to be carved into trinkets or used in bogus medical cures. Very few species are safe.

Big Life's community rangers are expertly trained, well-equipped, and backed-up by a fleet of vehicles and aircraft, as well as sophisticated intelligence gathering and operational management technologies. With local communities on our side, there is no stronger force in a battle against poaching.



### Elephants

Elephants across Africa are in crisis, facing threats that include ivory poaching and human-elephant conflict. The number of African elephants once reached upwards of 30 million; today, only an estimated 400,000 remain. In Big Life's AOO, there are more than **2,000** elephants, including some of the largest remaining tuskers in all of Africa.

**0**

Elephants Poached

**8**

Elephant Mortalities

**Within Big Life's Core AOO: 6**

**Causes**

Natural: **2**

Unknown: **2**

Human-Elephant Conflict: **2**

**Within Big Life's Non-Core AOO: 2**

**Causes**

Unknown: **2**

**100%**

Ivory Recovery Rate

*(tusk removal from carcasses)*

**1**

Elephant Rescue

**10**

Elephant Injuries

Treated: **3**

Not Treated: **7\***

\*Some elephants did not require treatment (5) or were not found (2)

*Rescues and treatments are done in collaboration with our partners at the Sheldrick Wildlife Trust and Kenya Wildlife Service.*



### Bushmeat

People poach animals for bushmeat for two reasons: killing for subsistence, as a source of protein, or killing for profit, to sell meat in the commercial game meat trade. In Big Life's AOO, bushmeat poaching often spikes in the dry season, when resources are scarce and farm laborers are out of work. Rangers anticipated an additional spike in bushmeat poaching in 2020 due to so many people out of work in the wake of COVID-19, so we proactively increased our efforts to mitigate the expected uptick. Species targeted for bushmeat in 2020 included: dik-dik, eland, gazelle, giraffe, hare, hartebeest, impala, porcupine, and zebra.

**86**  
Animals Injured or Killed  
in Bushmeat Poaching  
Incidents

**41**  
Suspects Arrested in 21  
Incidents

### Prosecutions

Following arrest, suspects are formally charged by the Kenya Police Service. Big Life tracks the progress of wildlife and habitat-related cases in the local justice system to ensure that laws are properly enforced and to encourage maximum penalties upon sentencing.

Even under normal circumstances, the judicial process can be anywhere from immediate to spanning months or years. The process has become significantly more complicated because of COVID-19. All suspects that were being held were released when the virus began to spread, and any hearings are being conducted remotely. As a result, there remains a huge backlog of cases with the courts, and Big Life's rangers are often in the position of rearresting suspects, who had been let out, for new offenses.

<b>253</b>	<b>494</b>	<b>5</b>	<b>5</b>
Ongoing Cases	Suspects	Concluded Cases	Suspects Sentenced

### Rhinos

There are **eight** known critically endangered Eastern black rhinoceros in Big Life's AOO. They spend most of their time in the densely-forested Chyulu Hills National Park, protected by dedicated Big Life rangers and Kenya Wildlife Service (KWS).

In addition to monitoring and protecting the resident rhinos, Big Life has been working to

improve infrastructure in the rhino area, the goal of which is to maintain Intensive Protection Zone (IPZ) status, which will allow for the future inbound translocation of rhinos from other territories. IPZ status is awarded by the Kenyan government for demonstrating that the area and the rhino population can be effectively protected. The infrastructure involved includes roads, fencing, and consistent water supply.

All anti-poaching and monitoring efforts are conducted in close collaboration with Kenya Wildlife Service. Specially trained Big Life rangers use traditional tracking methods, camera traps, and live sightings to maintain an accurate record of all living rhinos in the rhino area and raise red flags if a certain period of time elapses between recording specific individuals.



**0**  
Rhinos Poached

### Rhino Statistics

Rhino Protection Rangers: **57**  
Dedicated Rhino Outposts: **7**  
Dedicated Rhino Units: **10**  
Water Points: **3**  
Direct Sightings: **6**  
Indirect Sightings: **100**  
*(via 33 camera traps)*  
Spoor Sightings: **166**



**TANZANIA**

During the course of the year, about one-third of the Greater Amboseli ecosystem’s elephants, and many other species including lions, cross the border from Kenya into Tanzania, just a few kilometers south. We can’t expect the animals to conveniently stay within the man-made boundaries inside which they are protected, which is why cross-border collaboration is so

important. In fact, Big Life was the first organization in East Africa to conduct cross-border operations.

Big Life has partnered with the Enduimet Wildlife Management Area (EWMA) to undertake wildlife protection operations across 350,000 acres of habitat in northeastern Tanzania.

**20** Rangers

**2** Mobile Units

**1** Data Officer

**Total Kilometers Patrolled**

**On Foot:** 27,743

**By Vehicle:** 51,175

**88** Suspects Arrested in **45** Incidents

**1** Cross-Border Operation

**28** Intelligence-Driven Incident Responses

**183** Items Confiscated (including: 17 snares, 24 bags of bushmeat, 105 charcoal bags, 1 ostrich egg)

**65** Crop Raids Prevented

**98** Crop-Raiding Incidents (76 by elephants)

**82+** Acres of Crops Damaged

**1** Elephant Mortality (cause: unknown)

**3** Elephant Treatments

**1** Lion Killed (cause: human-wildlife conflict)

**7** Lion Hunts Prevented

**Female Rangers**

In the fight against wildlife poaching, there is no weapon as effective as a human being, and Big Life’s female rangers have proven that they can do the job just as well as their male counterparts.

Each ranger has their own intelligence network including families, friends, and neighbors, all of whom are eyes and ears on the look-out for threats to wildlife. Women’s social networks are different than men’s, so as more women come into the fold, Big Life’s reach broadens.

But the job, and the training required to do it, is the same for both men and women, whether it involves 30+ km walking patrols, preventing human-wildlife conflict both day and night, or tracking and arresting poachers and other criminals in the bush.

In Maasai culture, girls are groomed to be wives and mothers, so conservation and anti-poaching work has traditionally been dominated by men. But these women, alongside the many others working as rangers in Africa, are showing their own communities (and the world) that protecting wildlife is everyone’s business, regardless of gender.



## HUMAN-WILDLIFE CONFLICT

Human-Wildlife Conflict (HWC) takes three primary forms across Big Life's area of operation: crops raided by wildlife, particularly elephants; livestock killed by predators, such as lions; and humans injured or killed due to living in close proximity with wildlife.

Big Life works strategically to mitigate HWC, such as by deploying rapid response ranger teams to

move elephants away from farms and building crop-protection fences to create a hard boundary between elephant habitat and agricultural areas.

Big Life also implements predator protection initiatives to offset the impact of humans living with apex predators, like lions. These programs have been instrumental in the turnaround of the ecosystem's lion population, which is now one of the few in Africa that is successfully rebounding.



### Crop-Raiding

Poaching continues to pose a significant threat, but many elephants face an even bigger challenge: conflict with humans. As the human population increases, so do competing land uses, such as farming and development. As humans and wildlife compete for limited resources like water, land, and grazing, we further reduce what were once wild lands. With less space to share, people and animals now come into direct contact at an alarming rate and often with deadly results.

**Crop-Raiding Incidents: 71**

*\*all involving elephants*

**Acres Damaged: 46**

**Crop Raids Prevented: 75**

**Crop-Protection Rangers: 24**

### Crop-Protection Fence

Since 2016, Big Life has been working with local communities and partners on an ambitious solution to crop-raiding: an electric fence that establishes a hard boundary between farmers' crops and hungry elephants. 100 km of fence has been constructed and is maintained by 31 fence attendants.

Attitudes toward both wildlife and elephants have improved in the area where the fence has been constructed. In 2015, 51% of those surveyed were positive about wildlife in general, and only 25% were positive about elephants. But in 2019, those numbers jumped to 84% and 72%, respectively. The number of respondents who said they felt fearful of elephants fell from 96% in 2015 to only 24% in 2019. This is a direct result of improved ranger response to crop raiding and fewer human-elephant encounters in farming areas that have been fenced. The number of crop raids in the fenced area has also dropped by an estimated 90%.



### Predator Compensation Fund

Big Life protects vulnerable predators in the ecosystem in collaboration with partners and local communities. The core component of Big Life's Predator Protection Program is livestock compensation, which reduces the motivation for retaliatory killing in response to livestock depredation.

The Predator Compensation Fund (PCF), started in 2003, pays Maasai livestock owners a portion of the value of their livestock lost to predators, on the condition that no predators are killed

in retaliation. Verification Officers are dispatched to the scene to confirm incidents, and penalties are applied for poor animal husbandry practices. The community provides 30% of the total compensation paid. Fines are assessed and payments are withheld if any predators are killed by members of participating communities.

Big Life currently manages PCF on Mbirikani and Eselengei Group Ranches, and in the Kimana Conservancies. The lion population in Big Life's AOO is one of the few lion populations in all of Africa that is growing, not declining, and is now estimated at over 200 individuals.

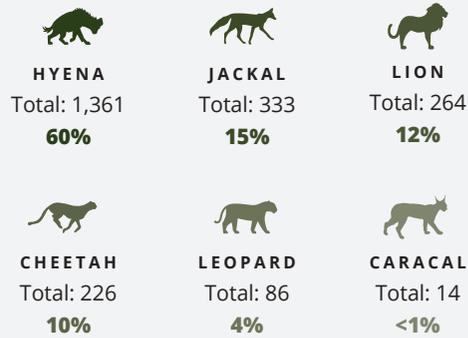
#### Compensation Issued for Predation

**Cows:** 189  
**Sheep/Goats:** 2,076  
**Donkeys:** 19

**TOTAL LIVESTOCK KILLED:**  
**2,284**

**TOTAL COMPENSATION VALUE:**  
**\$87,395**

#### Livestock Killed By



#### Lion Statistics

**Lion Mortalities in Big Life's AOO: 9**

##### Causes

Natural: **2**  
 Human-Wildlife Conflict: **3**  
 Vehicle Strikes: **1**  
 Snares: **3**

**Lions Killed in Violation of the PCF: 3**

**Retaliatory Lion Hunts Prevented: 27**

*\*Hunts prevented in coordination with Lion Guardians and Kenya Wildlife Service. Lion population figures courtesy of Lion Guardians.*



### The Hunt for Medals, Not Lions

The second part of Big Life's predator protection program is the Maasai Olympics, which represent a history-changing shift from killing to conservation. The idea was first hatched in 2008 by the Menye Layiok, or Maasai "cultural fathers," to create an organized sports event based on traditional Maasai warrior skills to replace the long-held tradition of hunting lions as a mark of manhood, bravery, and prestige.

Every two years, participating villages select teams through a series of tournaments leading up to the finals across six categories: rungu and javelin throwing, high jump, and 200m, 800m, and 5,000m races.

The inaugural games were held in 2012 and have been a biennial event ever since, until 2020. Because of COVID-19, the 5th Maasai Olympics, due to occur in 2020, have been postponed until people can safely gather again. We hope to resume the games in the second half of 2021.



## HABITAT PROTECTION

Big Life has taken on poaching and been successful. We have taken on human-wildlife conflict and been successful. Now we get to the very crux of the matter: **space**.

There is no point in having hundreds of rangers patrolling for

poachers, long fences to reduce conflict between elephants and farmers, or anything else Big Life does if there is no wild land left for the animals of this still-wonderful ecosystem to inhabit.

The Greater Amboseli ecosystem is generally regarded as one of the richest wildlife areas left in

Africa—one of only five UNESCO Biosphere Reserves in Kenya. While wildlife numbers across Kenya are declining steeply, the Amboseli ecosystem is one of the last places in the country with healthy elephant populations, including some of the few remaining large tuskers and growing populations of species like lion, giraffe, and cheetah.

### Kimana Sanctuary

In the easternmost part of the Kimana Corridor, the Kimana Sanctuary is an area frequented by the ecosystem's biggest bull elephants. Thanks to support from the Sheldrick Wildlife Trust and the D.N. Batten Foundation, Big Life rangers have been working to secure this special place since 2018. Entrance fees to the sanctuary and lease payments provide critical revenue for 844 community members.

Despite devastating losses to Kenya's overall tourism economy due to COVID-19 travel restrictions, Kimana Sanctuary's numbers were relatively stable. This is because the primary visitor demographic is local residents of Kenya, rather than international tourists.

As the pressures on land in the surrounding ecosystem increase, the Kimana Sanctuary is more important than ever. It provides the promise of wildlife-related income to its community members, as well as water and freedom of movement for wildlife moving to and from Amboseli National Park.

<b>5,700</b>	<b>2,444</b>
Acres	Total Visitor Entrance Days
<b>39</b>	<b>\$25,309</b>
Rangers	Tourism Revenue Payments to Community Members
<b>5</b>	<b>\$79,061</b>
Outposts	Land Lease Payments to Community Members
<b>1</b>	
Mobile Unit	

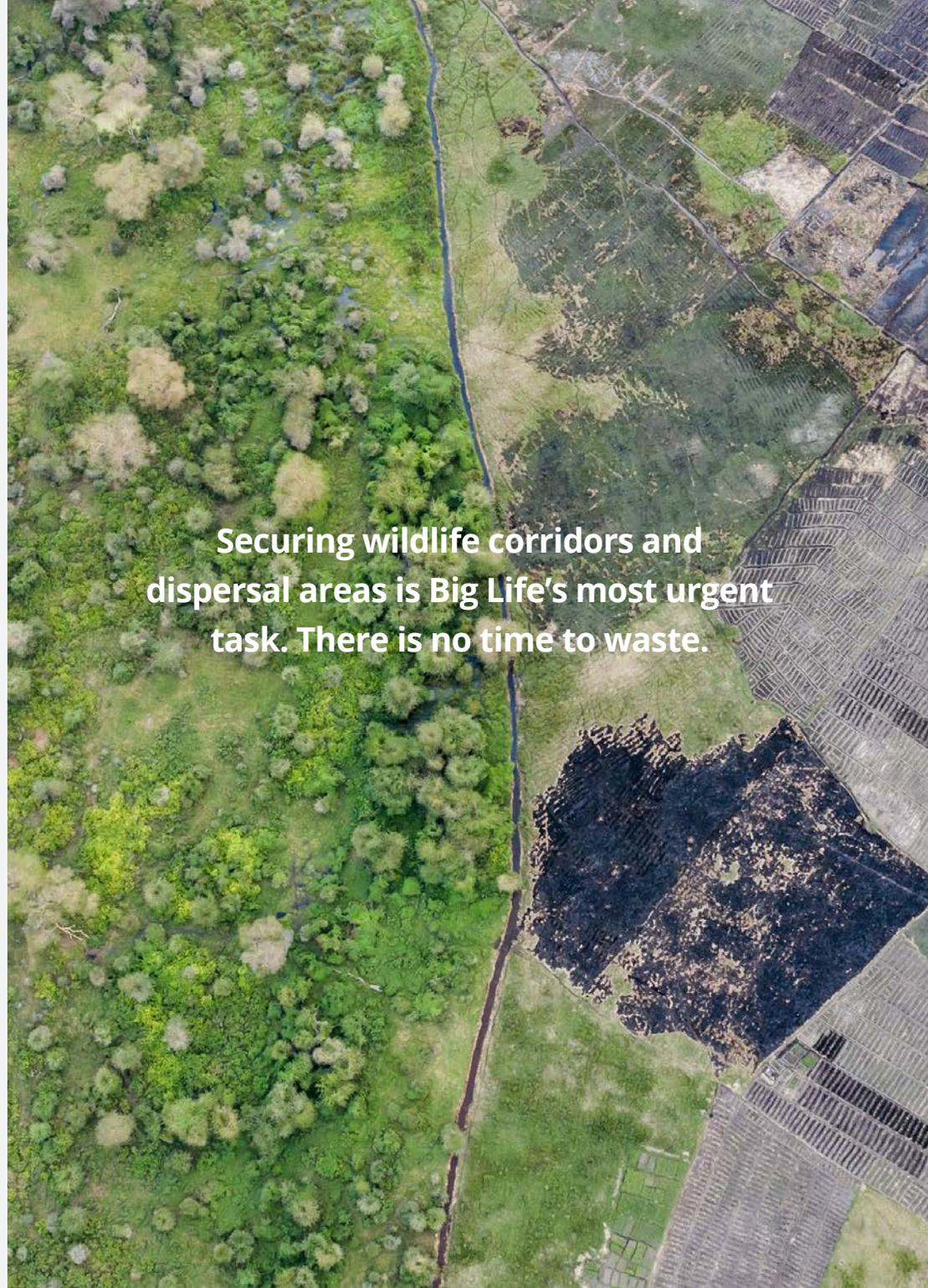
### Kimana Conservancies (ALOCA)

Big Life has been actively working to secure natural habitat in the Kimana Corridor, where a number of landowners came together to form six conservancies, governed by an umbrella body called the Amboseli Land Owners Conservancy Association (ALOCA). With support from Sheldrick Wildlife Trust, Big Life has entered into conservation lease agreements with 338 landowners in these conservancies.

Together with land leases that are held by tourism operators, there are 401 land parcels leased for conservation in the corridor. The leases restrict land conversion and fragmentation and prohibit fencing and farming. Landowners have full access to their land for livestock grazing, and mechanisms are being developed to ensure that tourism revenue benefits all conservancy members. Work in this area will be ongoing, as we strive to maintain open migratory corridors through the conservancies to connect Amboseli National Park with Kimana Sanctuary, and beyond.

- 56 Rangers
- 7 Permanent Outposts
- 1 Mobile Unit

**\$168,512**  
in Conservation  
Lease Payments



**Securing wildlife corridors and dispersal areas is Big Life's most urgent task. There is no time to waste.**

### REDD+ Carbon Project

Three years ago, Big Life joined with community, government, and NGO partners to implement a carbon credit program. The Chyulu Hills REDD+ Project is part of a global network of interventions aimed at helping communities to conserve forests and other important carbon stores, and in doing so keeps carbon out of the atmosphere. This benefits not only the people living around the Chyulu Hills, but the entire planet, by supporting a stable climate upon which we all depend.

Local communities and partners (Big Life included) directly benefit from the sale of two million carbon credits being marketed by Conservation International. In 2020, Big Life received \$140k+ in revenue, which helped to fund Big Life's rangers protecting the area, as well as construction of a new outpost in the northernmost reaches of the rhino area.

Fire is a particularly devastating force in the Chyulu Hills, where high winds in the dry seasons fan flames that are often started by poachers or honey-hunters. Fighting these blazes is extremely dangerous and thanks to REDD funding, Big Life was able to provide fire-fighting training and equipment to selected ranger units.

- 16 Community Meetings
- 795 People Reached

**465,000**  
Carbon Credits Sold

### Habitat Destruction & Encroachment

Big Life rangers enforce laws to prevent and deter habitat-related crimes, such as illegal charcoal production, arson, sand harvesting, water extraction, and logging (including high-value protected species like sandalwood). Rangers also enforce protected area rules in conservancies and national parks, where encroachment activities like trespassing, settlement, and grazing are illegal and harmful to critical ecosystem habitats.

- 86 Suspects Arrested for Habitat Destruction in 29 Incidents

- 10 Suspects Arrested for Encroachment into Protected Areas in 13 Incidents





## COMMUNITY SUPPORT

Big Life provides a number of services in support of the community, aligned with Big Life's ethos: if conservation supports the people, then people will support conservation.

These services include education and healthcare initiatives, and also lesser-known activities, such as using ranger vehicles as ambulances, responding to crime within the community, conducting search and rescue operations, and more.

Many of our community programs, including our mobile health clinics, had to be put on hold in 2020 due to COVID-19 and the resulting inability to gather safely in numbers. But as a result, we were able to redirect resources to provide critical PPE for the community, including masks, hand sanitizer, and hand washing stations. We also arranged for backpack nurses and community health volunteers to provide healthcare services and distribute information on COVID-19 prevention, in addition to critically needed sexual health and reproductive rights information, such as family planning.



**Healthcare**

Supporting the community has never been more important than in the face of a global pandemic. With support from partners, Big Life has been able to expand our existing Community Health Volunteer (CHV) program on Mbirikani Group Ranch into Eseleengei and Rombo Group Ranches. The CHVs are trusted and respected members of their communities and their primary role is to go door-to-door providing healthcare education, as well as referrals to their local government facility. They also let everyone know when a backpack nurse will be coming, where she or he will be located, and assist with organizing on the day of the visit. The backpack nurses provide general and maternal health services including immunizations, de-worming, antenatal care, and family planning.

Big Life has continued to support the local government health facilities with the provision of hand sanitizer and soap, as well as the protective equipment needed by the CHVs in their line of work.

- 2 Mobile Health Clinics
- 83 Backpack Nurse Visits
- 3,953 Patients Who Received Family Planning
- 3,440 Patients Who Received De-Worming Medicine
- 3,556 Patients Who Received Immunizations
- 5,393 Condoms Distributed
- 75,593 People Reached via 22,553 CHV Household Visits and 80 Community Dialogue Days

**Community Crimes**

**18 Suspects Arrested in 11 Incidents**  
For crimes involving trespassing, illegal gun possession, vandalism, and theft.

**Community Assistance**

Big Life rangers and tracker dogs often help to search for people who have become lost in the bush, and assist in numerous other ways, as follows:

- 22 Lost People Found
- 13 Livestock Search & Rescue Incidents
- 9 Emergency Medical Transports
- 5 Searches for Stolen Property

**Education**

Big Life invests in the future of participating communities by funding teachers' salaries, providing scholarship funds for local students, and implementing conservation-specific curriculum in classrooms.

The latest UN statistics (pre-COVID-19, and now made worse) cite more than 1 million children out-of-school in Kenya and list education as one of the three most critical needs, besides clean water and access to healthcare, within the Maasai regions in Kenya. The desire for education is so strong that often families will bankrupt themselves, selling their cattle (the main livelihood and subsistence commodity) to put their children through school.

While schools in Kenya were closed from March through October of 2020 due to COVID-19, the scholarships we awarded are being honored as students return to school. Additionally, our conservation education program was adapted to facilitate safe visits with students.

<b>300</b>	<b>24</b>
Long-Term Scholarships Awarded <i>Girls: 155 // Boys: 145</i>	One-Time Scholarships Awarded <i>Girls: 9 // Boys: 15</i>
<b>2,474</b>	<b>2</b>
Students Reached with Conservation Education	College/University Students Supported to Graduation
<b>15</b>	<b>16</b>
Schools Assisted	Teachers' Salaries Paid

## REMEMBERING TIM

In February of 2020, we lost Tim, one of the biggest and most charismatic tuskers in Africa. At fifty years old, he died from natural causes. We take comfort that his death wasn't at the hands of man.

Men had certainly tried. Tim's appetite for local crops made him a target of many angry farmers' spears, and his immense tusks put

him in the crosshairs of poachers. We now know that his tusks measured an impressive 134 and 160 pounds, respectively, making him truly one of the last great tuskers.

Tim was an integral part of the ecosystem, and a powerful demonstration that it is possible for humans to coexist with megafauna. His

passing was a loss for those who lived near him, for those who protected him, for those who traveled far-and-wide to see him and photograph him, for those who studied him, and for the elephants with whom he spent his time, particularly his companion Tolstoy.

Lala salama, Tim.



# a timeline of accomplishments

AS WE CELEBRATE OUR 10<sup>TH</sup> ANNIVERSARY,  
A LOOK BACK AT 30 YEARS OF OPERATIONAL HISTORY



## FINANCIALS AND SUPPORT

Organization: Big Life Foundation USA | Report: Financial Report | Period: January to December 2020 | Country: USA | Currency: US Dollars

### STATEMENT OF ACTIVITIES

INCOME	2020	2019
Contributions & Grants	\$3,788,813	\$3,217,722
In-Kind Contributions	\$132,797	\$149,925
Other Income	\$65,461 <sup>1</sup>	\$23,602
<b>Total Income</b>	<b>\$3,987,071</b>	<b>\$3,391,249</b>
EXPENSES		
Programs	\$4,026,848	\$3,148,422
General/Admin	\$232,409	\$208,904
Fundraising <sup>2</sup>	\$305,050	\$264,992
<b>Total Expenses</b>	<b>\$4,564,307</b>	<b>\$3,622,318</b>
Change in Net Assets	(\$577,236)	(\$231,069)
Net Assets, Beginning of Year	\$1,567,561	\$1,798,630
Net Assets, End of Year <sup>3</sup>	\$990,325	\$1,567,561

<sup>1</sup> Under the US CARES Act, which was passed in response to COVID-19, Big Life applied for and received a Paycheck Protection Program (PPP) loan, which was later forgiven and converted to a grant. The amount of this loan is included in the calculation of "other income."

<sup>2</sup> 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 inflates our numbers slightly, but we do not spend a penny of your donations on Google AdWords.

<sup>3</sup> Big Life maintains a Board-designated reserve fund to be drawn upon in the event of financial distress or an immediate liquidity need resulting from events outside typical operations of the organization.

At Big Life, we **maximize every penny** of your contributions. **88¢** out of every **\$1** donated goes directly towards our mission of protecting wildlife and wild lands for the benefit of all.



Our Form 990 tax filings and audited financial statements are online at: [biglife.org/about-big-life/financials](http://biglife.org/about-big-life/financials)

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Thank you to all of our Board of Directors and Advisory Board members, who invest considerable amounts of time, resources, expertise, in-kind donations, and financial contributions towards achieving our mission.

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- Ranger Club member
- \* Donation received by Big Life Canada, Kenya, or UK

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