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# 2018-2019 ANNUAL REVIEW

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## OUR MISSION

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*Stop Poaching Now! (SPN) is dedicated to wildlife conservation, the fight to combat poaching by supporting and coordinating community-based conservation efforts, and the use of education to reduce the demand for illegal wildlife products.*







*Tigers now occupy just 7% of their former range. Poaching to supply the illegal trade in products such as skins, bones, and teeth remains the greatest single threat to wild tigers.*

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*SPN is a proud and long-time supporter of the International Anti-Poaching Foundation and their all-female Akashinga ranger program as they battle on the anti-poaching frontlines.*

## MISSION

Stop Poaching Now! (SPN) is dedicated to wildlife conservation, the fight to combat poaching by supporting and coordinating community-based conservation efforts, and the use of education to reduce the demand for illegal wildlife products.

## VISION

Robust and effective conservation programs require four pillars for success: protection through anti-poaching efforts, education for behavioral change, effective conservation action, and the empowerment of local communities. Since 2015, SPN has raised over 600,000 dollars in support of these objectives and provided essential funding to a wide network of on-the-ground grassroots organizations and partners to drive this important work forward. Whether achieved through our education programs or by supporting frontline anti-poaching efforts, the generous support of our donors and sponsors will always go directly towards the conservation and protection of species affected by poaching and the illegal wildlife trade.

## CONSERVATION AND EDUCATION

Our conservation efforts continue to grow and show great success. Throughout 2018 and 2019, our funding helped support the International Anti-Poaching Foundation's program that has now trained nearly 400 anti-poaching rangers and the Akashinga Initiative in Zimbabwe. We also continued to advance our Ranger Dog programs in Tanzania and Zambia. Providing financial support for orphaned rhinos and elephants continued to be a high priority for SPN. Through partnerships with Care For Wild and Game Rangers International, we have now helped in the rescue and rehabilitation of 5 orphaned elephants and 2 orphaned rhinos. In 2018, building on the success of our existing School Assembly Program, SPN launched a new and comprehensive conservation education Classroom Visit Program in the United States. In 2019, we launched our formal education programs in Africa and Asia. Combined, our education programs have now reached over 7,000 children.





*Our organization gives a voice to the voiceless, empowers youth through education, and fights against the illegal poaching of some of the world's most magnificent and threatened wildlife species.*

These are very exciting times at Stop Poaching Now! This year saw the expansion of our domestic conservation education programs and, after a year in planning and development, we became a truly international organization with the launch of our new Global Conservation and Education Program (GCEP). We are incredibly proud of this achievement and have now widened our reach and impact by making significant inroads into Africa and Asia. This simply would not have been possible without your incredible support and an outstanding network of dedicated partner organizations such as the Chipembele Wildlife Education Trust in Zambia and Aaranyak in India.

Education remains at the core of our mission and your ongoing support has now impacted the lives of thousands of students as, together, we empower them to become the next generation's wildlife protection warriors.

SPN also continued to drive its conservation programs forward by providing financial support to on-the-ground and community-based organizations in Africa and Asia. Valued partners such as the International Anti-Poaching Foundation, WildlifeNow, Conservation South Luangwa, and Conservation Lower Zambezi play a vital role in both conservation education and in the frontline anti-poaching effort.

Our growth and accomplishments would not have been possible without the generosity of our supporters and sponsors. Thank you to everyone that helped us forge ahead and accomplish our mission: to **PROTECT** and **EDUCATE**. In conjunction with our commitment to fund targeted conservation and anti-poaching efforts, we now have our ultimate goal clearly in sight: to end poaching and the illegal wildlife trade. Together, we can do this!

Thank you!

Heidi Jo Markel  
Founder and President, Stop Poaching Now!



## PROTECTION

Anti-poaching rangers are a critical frontline defense against both poaching and the illegal wildlife trade. SPN provides financial support to on-the-ground partners, such as the International Anti-Poaching Foundation, that train, equip, and deploy highly skilled rangers so that they can effectively combat poaching and protect wildlife.



## EDUCATION

Education is a vital component of any conservation effort and plays a critical role in creating behavioral change aimed at reducing the demand for illegal wildlife products. SPN provides transformational education programs that empower youth across the United States, Africa, and Asia to become active and effective wildlife conservation ambassadors.



## CONSERVATION

Conservation is a team effort and requires a dedicated and collaborative network of experts and frontline organizations. SPN drives its conservation mission forward by supporting community-based conservation organizations such as Conservation South Luangwa, and Conservation Lower Zambezi.



## COMMUNITIES

Successful conservation requires community engagement and SPN is delivering projects that build better lives in rural communities across Africa. Our programs focus on fostering female empowerment, environmental protection, and behavioral change that reduces wildlife poaching for both the bushmeat and illegal wildlife trade.

*The poaching crisis continues and requires immediate and effective action to protect species such as elephants, rhinos, and tigers. Now driven largely by international criminal organizations, the scale of the epidemic is alarming and, if unchecked, represents a significant extinction risk for many of the planet's most magnificent and iconic wildlife species. Through our four pillars, SPN is striving to end poaching and eliminate the trade in illegal wildlife products.*

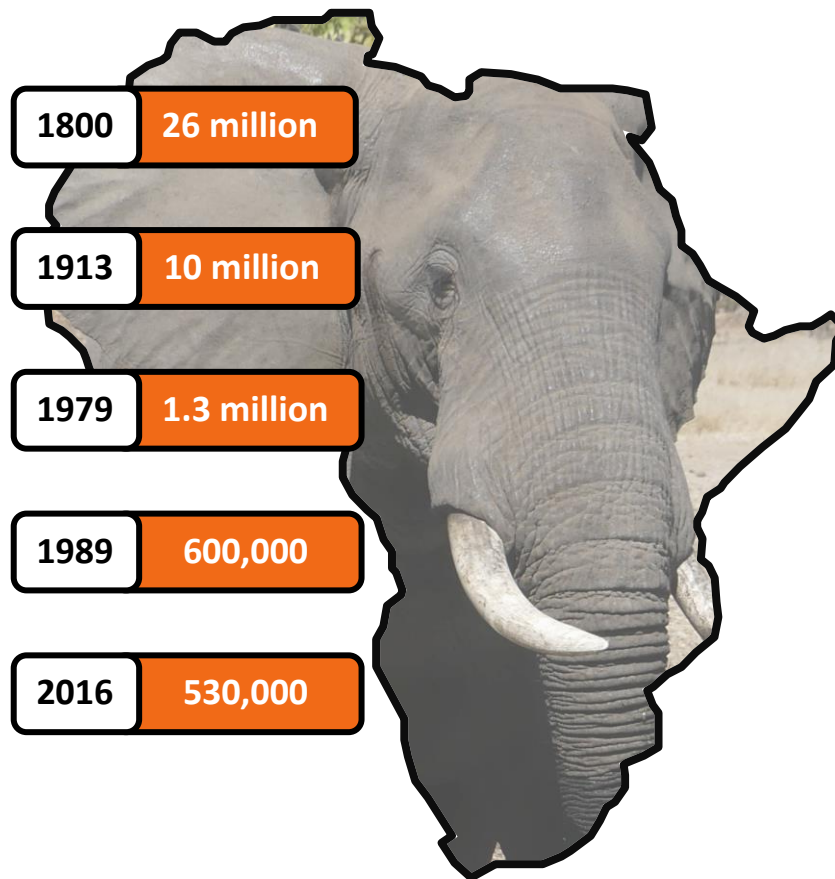




*Our conservation efforts are aimed at tackling the greatest conservation challenges faced by some of the most magnificent and threatened wildlife species in Africa and Asia. Whether through our education programs or direct protection through anti-poaching efforts, we strive to reverse the dramatic declines in three species: **elephants**, **rhinos** and **tigers**.*



## DECLINE IN AFRICAN SAVANNA ELEPHANTS



## STATUS

There are three recognized species of elephants, the Savanna, the Forest (both in Africa) and the Asian. Over the last 100 years, there has been a widespread and catastrophic decline in elephant numbers for all three species. Between 2006 and 2016 alone, nearly 120,000 Savanna elephants were lost, primarily due to poaching. Between 2002 and 2011, over 60% of Forest elephants were wiped out. The status of Asian elephants is equally alarming, and they have been reduced to fewer than 50,000 individuals in the wild.

## THREATS



*Illegal poaching to supply the ivory trade remains the greatest threat to both African and Asian elephants.*



*Habitat loss and fragmentation is forcing elephants into significantly smaller portions of their previous range.*



*Agricultural expansion and new settlements in elephant habitat are increasing human-elephant conflict.*

## INTERNATIONAL TRAFFICKING

The illegal trade in ivory is big business and to a large extent is now run by international criminal organizations. Recent seizures of illegal ivory headed for Asian markets illustrates the ongoing and devastating scale of the demand: In July of 2019, 9.7 Tons of ivory were seized in Singapore. In March and April of 2019, 10 Tons of ivory were seized in Vietnam and 8.3 Tons were seized in China, respectively.

**62%** *The decline in Forest elephants between 2001 and 2011.*

**87%** *Of all remaining African elephants are found in just eight countries.*

**90** *The number of African elephants killed for their ivory each day in 2011.*



## STATUS

There are five living species of rhinoceros, three in Asia and two in Africa. The African black and white rhino species were once widely distributed across the continent but the vast majority (95%) are now found in just four countries: South Africa, Namibia, Kenya, and Zimbabwe. In Asia, the greater one-horned, Javan, and Sumatran rhinos are at serious risk of extinction with the Javan and Sumatran rhinos each having fewer than 100 individuals left.

## THREATS



*Poaching for their horn is the greatest threat to rhinos in both Africa and Asia.*



*Habitat loss and degradation due to human activities is a serious threat to wild rhinos, particularly in Asia.*

## THE MEDICINAL MYTH



The demand for rhino is driven largely by the myth that it has medicinal value. Just like our own hair and nails, rhino horn is made of a protein called keratin and has no medical efficacy whatsoever. Vietnam and China remain key consumer markets for illegal rhino horn where it is used in 'traditional' medicines.

## RHINOS BY THE NUMBERS

72

Javan rhino

CR

78

Sumatran rhino

CR

3,500

Greater one-horned rhino

5,500

Black rhino

CR

18,000

White rhino



According to the IUCN Red List, three rhino species are now critically endangered (CR). Two Asian species are truly on the brink of extinction with the Javan rhino consisting of just a single population in Ujung Kulon National Park in west Java, Indonesia.

98%

*The decline in the number of black rhinos between 1960 and 1995.*

72

*The number of Javan rhinos left on the planet.*

12

*Every 12 hours a rhino is killed for its horn in South Africa alone.*



## STATUS

There are currently six living tiger subspecies, three were driven to extinction in the 20<sup>th</sup> century. For all tiger subspecies combined, there are estimated to be just 4,000 wild tigers left on the planet. Found in 13 tiger range countries, 70% of all the wild tigers left are found in just one country, India. Tiger populations in other countries are highly fragmented and under intense extinction pressure due to poaching and the loss of suitable habitat.

## THREATS



*Tigers now occupy just 7% of their former range due to habitat loss, fragmentation, and degradation.*



*Poaching for the illegal trade in products including skins, bones, and teeth remains the greatest threat to tigers.*

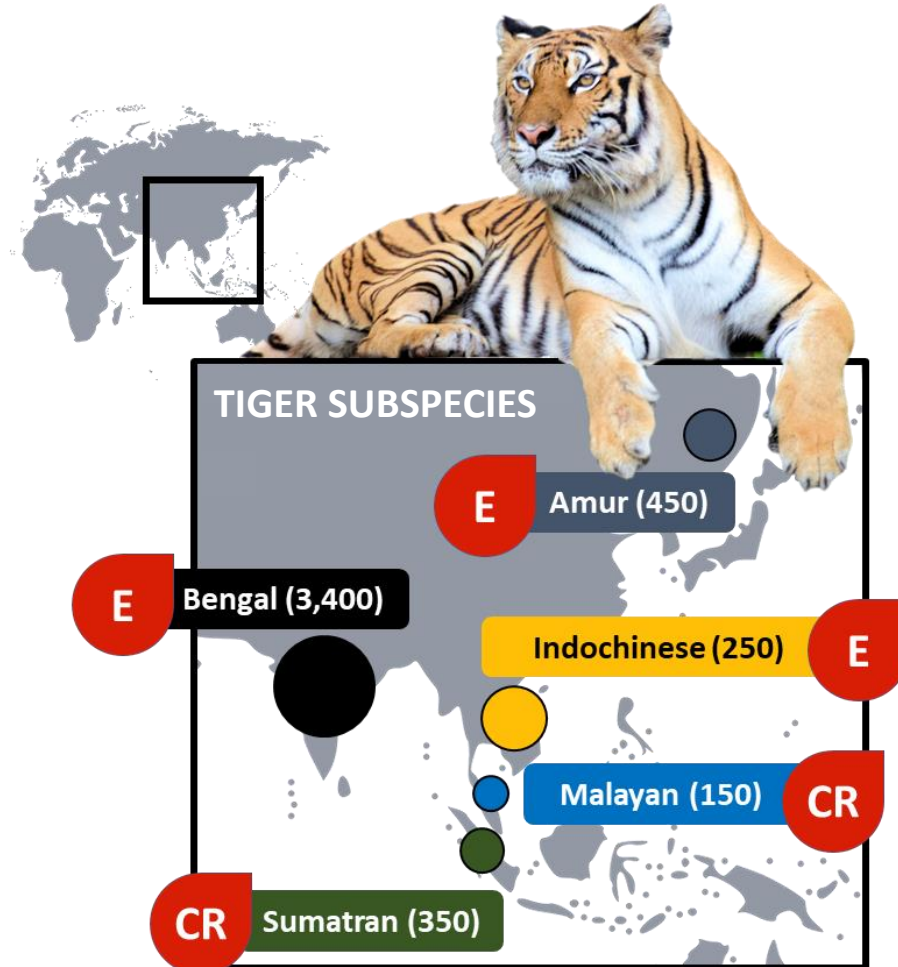


*Prey densities required for tigers to survive are being reduced dramatically by intensive and illegal hunting.*

## TIGER FARMS



There are now more tigers on “tiger farms” in East and Southeast Asia than there are in the wild. Their intent is to supply tiger body parts or derivatives to illicit markets. A growing industry, there are now 200 of these “farms” in operation, roughly three-quarters of them located in China.



According to the IUCN Red List, three tiger subspecies are currently endangered (E) and three are critically endangered (CR). The South China tiger is critically endangered but is now also thought to be extinct in the wild.

**93%**

*The decline in the historic range of tigers.*

**96%**

*The decline in the number of wild tigers in the last 100 years.*

**0%**

*The efficacy of traditional medicines derived from illegal tiger body parts.*





*For the very survival of some of the world's most magnificent and iconic wildlife species, effective conservation efforts and urgent protection is required to combat the relentless pressure from poaching. Since its inception, SPN adopted the fundamental philosophical belief that the best and most effective advocates for wildlife are members of the local communities being impacted directly. Therefore, we carry out our mission by supporting a network of frontline, community-based, anti-poaching and conservation organizations.*







## A VITAL SPN PARTNER IN THE ANTI-POACHING EFFORT

Since its inception, SPN made it a priority to help fund the training and equipping of anti-poaching rangers for our internationally renowned beneficiary, the International Anti-Poaching Foundation (IAPF). We both share common core beliefs that anti-poaching rangers form both the first and last line of defense for nature and that without the right training and equipment, they cannot effectively protect the world's natural heritage for future generations. The IAPF was

established in 2009 by Australian Navy Clearance Diver and Special Operations Sniper, Damien Mander (pictured above). After serving three years in Iraq, where he worked with the Special Police Training Academy to prepare Iraq's paramilitary forces for the frontlines, Damien realized that the same skills could be utilized to train and equip anti-poaching rangers to more effectively combat the increasing poaching crisis in Africa.

## OBJECTIVES

SPN is driven by a commitment to stop the illegal poaching of elephants and rhinos in Africa. This requires support for our on-the-ground partners in the anti-poaching effort. Since 2015, we have provided substantial and ongoing financial support to the International Anti-Poaching Foundation to help drive their cutting-edge conservation and protection programs forward.

## IAPF ACTIVITIES SUPPORTED BY SPN



ANTI-POACHING



RANGER TRAINING



SNARE REMOVAL



RANGER DOGS



FEMALE  
EMPOWERMENT



COMMUNITY  
ENGAGEMENT



## ANTI-POACHING MEETS FEMALE EMPOWERMENT

A truly just society is one that is anchored firmly in the belief that all members have the inherent right to equality, dignity, and the opportunity to both succeed and thrive. This goal can only be achieved by removing the barriers that, far too often, have limited opportunities for women in developing nations and empowering such women to independently and effectively advocate on their own behalf. The Akashinga Initiative achieves this goal by providing women from some of Africa's most impoverished rural communities with the opportunity for growth, education, and a successful career; while

simultaneously providing the support required to foster lasting societal changes within their own communities. From the outset of the Akashinga recruitment process, selection was intentionally geared towards unemployed single mothers, abandoned wives, victims of sexual and physical abuse, wives of imprisoned poachers, widows, and orphans. In direct alignment with SPN's core mission, this program is dedicated to conserving Africa's most iconic wildlife species while simultaneously uplifting and empowering the most vulnerable woman of rural society.

## OBJECTIVES

SPN's ongoing financial support for the IAPF's Akashinga ('Brave Ones') Initiative is driven by the unique goals of the project: to train and equip a dedicated all-female anti-poaching force for frontline protection while simultaneously empowering women. For the Akashinga, a career in wildlife protection also translates into stable futures for their families, better lives, and stronger communities. Ultimately, facilitating the ability of these brave female rangers to break through artificially imposed barriers associated with largely patriarchal rural societies also allows them to effectively take control of their own destinies through bold and independent action.

## AKASHINGA BY THE NUMBERS



**600**  
**DAILY PATROLS**



**98**  
**ARRESTS**



**74%**  
**CONVICTION RATE**



**1,000**  
**RANGER GOAL**





## RANGERS DOGS ON THE ANTI-POACHING FRONTLINES

SPN continues its commitment to both supplying and supporting Ranger Dogs in Africa. Following on the provision of our first Ranger Dog, Heidi, we have now facilitated the deployment of 5 dogs including our latest for WildlifeNow, Atilla.

Atilla was trained by the African Wildlife Foundation before being deployed in Tanzania with the legendary conservationist Tony Fitzjohn, OBE, to help protect some of the last living black rhinos on earth. We have also funded 20 dog detection operations for Conservation South Luangwa, one of our partners in Zambia. If a poaching event is

detected within 24-48 hours, Ranger Dogs can be used effectively to track poachers, even if they are miles away from the kill site. These amazing animals are also trained to stop poachers in their tracks by physically restraining them so that they can be apprehended and arrested.



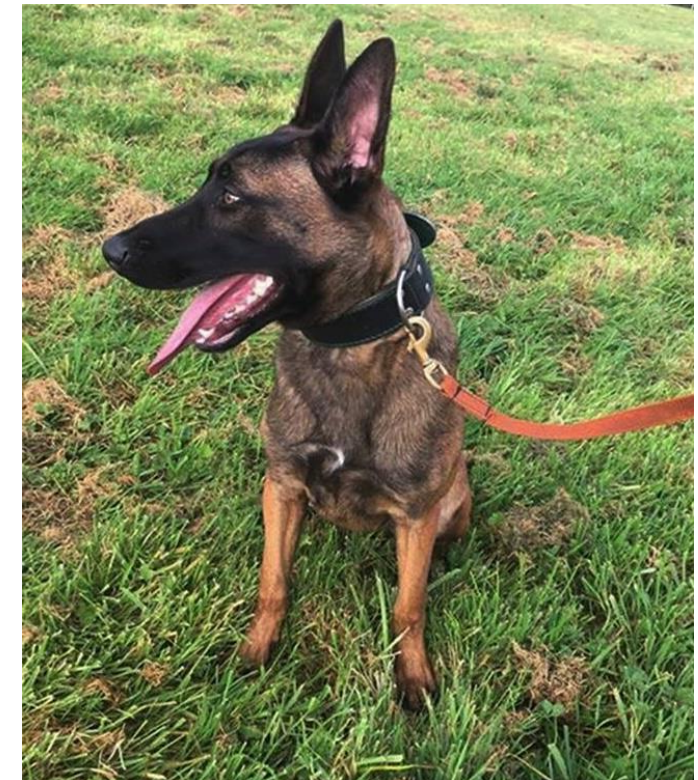
**WildlifeNOW**  
TONY FITZJOHN GEORGE ADAMSON  
AFRICAN WILDLIFE PRESERVATION TRUST



## OBJECTIVES

*The main role of the Ranger Dog is to track poachers and assist in their apprehension. While serving as an invaluable asset on the anti-poaching frontlines, these dogs are also playing a critical role in stopping the transport and trafficking of illegal wildlife products. Used at airports, roadblocks, and at known trafficking hubs, they are trained to detect illegal products including ivory, rhino horn, pangolin scales, weapons, and ammunition.*

## HEIDI THE RANGER DOG







## SAVING THE MOST VULNERABLE

There can be nothing more heartbreaking than discovering an orphaned elephant or rhino. These are truly the most innocent and vulnerable victims of the poaching crisis that is sweeping across Africa. SPN continues to play an important role in saving and supporting these incredible survivors. In partnership with Game Rangers International and Care for Wild, we have now helped in the rescue and rehabilitation of 5 orphaned elephants and 2 orphaned

rhinos, including Zac (above) and Lani (right).

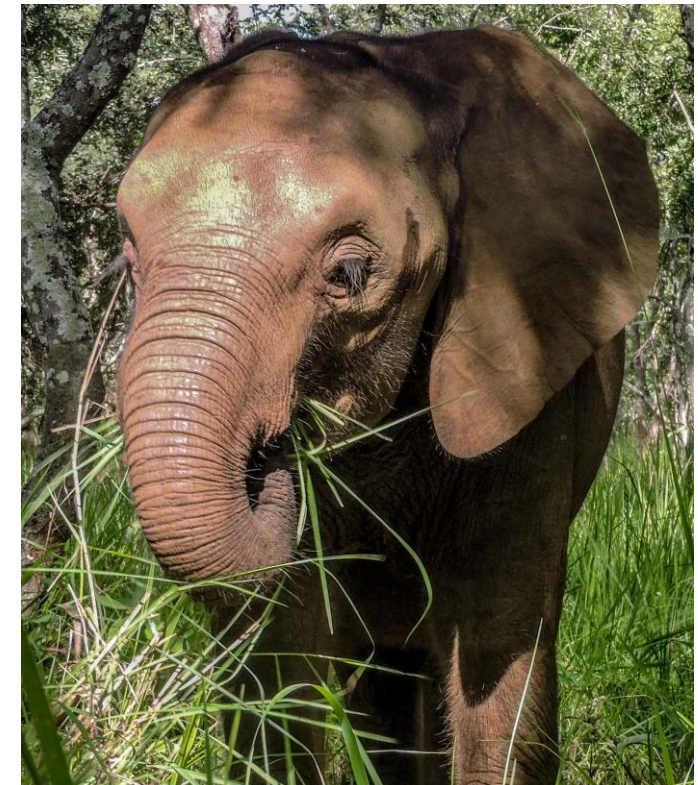
Being orphaned is an extremely traumatizing event and, if they are to survive, requires intensive psychological rehabilitation. In addition to the emotional trauma, many rescued orphans are suffering from dehydration, starvation, and injuries caused by poachers or predators.



## OBJECTIVES

SPN's ongoing financial support for elephant and rhino orphanage programs is driven by a deep commitment to do everything that we can to rescue and rehabilitate these innocent victims. Ultimately, our goal is to see these orphans released back into the wild for a second chance at life. Our partner, Game Rangers International, is achieving this with the release of rehabilitated orphans into Kafue National Park, Zambia.

## LANI THE ORPHANED ELEPHANT







*SPN's Global Conservation Education Program (GCEP) was officially launched in 2019 and has already had a significant impact. This program is aimed at empowering youth around the world to become effective conservation ambassadors within their own communities. Leveraging resources through fundraising activities in the United States is essential in our mission to provide engaging and impactful conservation education programs in developing nations in Africa and Asia. SPN is now actively running programs in three countries: Zambia, India, and Laos.*





## PROTECTING WILDLIFE THROUGH EDUCATION IN ZAMBIA

In 2019, we partnered with the Chipembele Wildlife Education Trust (CWET) to officially launch our Tablets for Change Program. After creating a stand-alone e-learning module addressing Human-Wildlife Conflict, the module was preloaded onto Samsung Galaxy tablets that were donated to CWET for use in their education programs (pictured above). While in Zambia, we were also honored to be invited to participate in the Environmental Education program of Conservation

Lower Zambezi (CLZ). Observing their conservation education program in action was of incredible value in gaining an appreciation for the needs and best practices of conservation education strategies in Africa.



## OBJECTIVES

*The goal of our work in Zambia is to introduce empowering programs that both educate and inspire the next generation to become conservation ambassadors within their own communities. SPN is leveraging technology to help achieve this goal by incorporating Information and Communication Technology (ICT) into classrooms in Africa. SPN's tablet-based learning program is designed to complement, enrich, and transform conservation education programs while simultaneously transferring technology skills to both teachers and students.*

## BY THE NUMBERS IN ZAMBIA



**10**  
**TABLETS**  
**DONATED**



**18**  
**SCHOOLS**  
**VISITED**



**12**  
**TEACHER**  
**PARTICIPANTS**

## REACH



**400**  
**STUDENTS**



**8**  
**COMMUNITIES**



Still fresh in our memory, in 2019 SPN launched its Global Conservation Education Program in Zambia, Africa. We were privileged to be invited to join forces with Conservation Lower Zambezi and gain valuable first-hand experience by participating in their Environmental Education program. The impact on students was immediate and may be best illustrated using their own words.



**EUGENE**

**Age 16**

Gota Gota Secondary School

*"Conservation is very important to me because it protects animals and the environment, but it also helps our communities. I have learned that it is very important to work to protect nature today so that our animals and a healthy environment are here for the future generations of Zambia."*



**DOROTHY**

**Age 15**

Gota Gota Secondary School

*"I like so many animals and it made me sad to learn that they are disappearing. My friends also like animals and we all come to the education center and join conservation clubs so that we can help protect Zambia's wildlife."*



**WEBSTER**

**Age 16**

Mafungautsi Secondary School

*"I will take what I have learned and educate my friends, family, and my community about the importance of preserving our natural environment. I am also interested in science and this conservation education program has inspired me to protect the environment as a career."*



**DINAH**

**Age 12**

Gota Gota Primary School

*"Protecting animals is very important to me. My favorite parts of the education program were going into Lower Zambezi National Park where I saw zebras and lions for the first time. Using a tablet for the first time to learn about conservation was amazing."*



## PROTECTING TIGERS THROUGH EDUCATION IN INDIA

Running under the banner of the Manas Tiger Conservation Program, SPN partnered with Aaranyak and funded the Empowering Village Youth conservation education project to promote tiger conservation and foster pro-conservation attitudes in youth. Aaranyak's Environmental Education Initiative is an ongoing program operating in and around Manas National Park (a World Heritage Site), Assam, India. Since its inception, their conservation education program has played a central role in

addressing vital environmental and conservation issues across the diverse Manas landscape.

This project targeted communities on the fringes of Manas National Park that can have the greatest, and most direct, impact on conservation as they are intimately tied to both the Park and the ecosystem services it provides. We would like to thank Aaranyak and all of the participating students, schools, and teachers.

*Aaranyak*

## OBJECTIVES

Key goals of the project in India are to: Create a deep understanding of the conservation issues within and around Manas National Park and illuminate the threats to the survival of tigers across the wider Manas landscape; including illegal wildlife poaching and habitat loss. Students and teachers that participated in the program will now serve as conservation educators within their own communities, greatly increasing both the reach and impact of the program.

## BY THE NUMBERS IN INDIA



10  
NATURE CLUBS  
CREATED



10  
SCHOOLS  
PARTICIPATED



10  
TEACHERS  
TRAINED

REACH



150  
STUDENTS  
PARTICIPATED



1,000  
COMMUNITY  
MEMBERS REACHED





## ILLEGAL WILDLIFE TRADE IN ASIA

SPN is dedicated to the conservation and protection of elephants, rhinos, and tigers but also understands that there is an urgent need to tackle the illegal wildlife trade in other species such as pangolins, which are now the planet's most trafficked animal. In 2019, our education program expanded into Laos which is at the geographic epicenter of global trafficking networks. As a neighbor to Vietnam, which is one of the largest consumer markets and trafficking destinations, Laos is a key player in attempts to reduce the demand for all illegal wildlife products. In partnership

With the Laos Conservation Trust for Wildlife (LCTW), SPN is currently piloting a unique online and tablet-based learning module aimed directly at illuminating the damage caused by the illegal wildlife trade to local communities and on global biodiversity. Ultimately, poaching will only be eliminated when knowledge and behavioral change reduce the demand to zero.



## OBJECTIVES

*Tigers vanished from Laos in 2014, largely due to illegal poaching and the devastating impact of snares. To reduce these impacts, SPN set out to create an effective and engaging education program that would result in behavioral change and break societal misconceptions about the medicinal value of illegal wildlife products. Launched in 2019, we are now piloting our Illegal Wildlife Trade e-learning module in Laos.*

## RECENT IVORY SEIZURES

1 Ton = 2,200 lbs.

10

**Tons** (March 2019, Vietnam)

8.3

**Tons** (April 2019, China)

## RECENT PANGOLIN SEIZURES

14

**Tons** (April 2019, Singapore)



*SPN believes that education is the most effective way to promote environmental sustainability, create long-term behavioral change, and encourage youth to embrace a sense of personal responsibility and stewardship for the natural world. Starting within our own community was the inspiration for the School Assembly Program that brings world-renowned conservationists, such as Tony Fitzjon (pictured above) and Damian Mander into local schools. Continuing to grow, SPN now has 5 education programs in the United States alone.*







## CONSERVATION EDUCATION AT HOME

Building on the success of our School Assembly Program, in 2018 we began developing a Classroom Visit Program to be delivered directly to schools. In April 2018, the pilot project was officially launched with a targeted reach of 500 students. By November 2018, we had exceeded expectations and reached 673 elementary, middle, and high school students. Responding to requests from teachers, this program was intentionally designed to align with NGSS performance

Expectations and fit seamlessly into STEM courses and classrooms. In partnership with Nepris, in late 2019 we launched our new Remote Classroom Visit Program that allows us to reach any classroom in the United States and we have now impacted nearly 2,000 students with our classroom programs alone.



## OBJECTIVES

*Key goals of our work in the United States is to empower youth to become actively engaged in conservation at both the local and international level. We achieve this by providing engaging, scientifically accurate, and curriculum-based conservation education lessons to students in classrooms across the United States.*

## SPN EDUCATION PROGRAMS



**CLASSROOM  
VISITS**



**SCHOOL  
ASSEMBLIES**



**REMOTE  
VISITS**



**FLIPPED  
CLASSROOMS**



**CONSERVATION  
CURRICULUM**



**E-LEARNING  
MODULES**

REACH



**2,000  
STUDENTS**



**22  
TEACHERS**



*Damien Mander, Founder of the IAPF, delivers his powerful anti-poaching message to SPN supporters at Ago Restaurant in Los Angeles.*

*SPN's mission requires a dedicated team effort, passion, and significant resources. The finances used to fuel our programs are generated through fundraising events held in Los Angeles and across the nation. We are incredibly grateful to all of the SPN supporters that attended our fundraising events in 2018 and 2019. Without you, and our corporate sponsors, none of our work would be possible.*





*Founder Heidi Jo and Executive Director Sebastian 'Strike-A-Pose' with powerhouse influencers: Young Ezee, Bria Via, Emily the Mermaid, and Kitty Katrina who share "E-RACE STORIES" with their Social Media followers.*



*Sitcom star Joey Lawrence (Blossom) co-hosted the event and encouraged riders to peddle faster to save species and win prizes!*

## 2018: ANNUAL E-RACE EXTINCTION @ CYCLEBAR

Our first event of 2018 took place at Cyclebar in West Hollywood. For this sold-out event, over 100 supporters gathered to ride for their respective teams: Team Rhino, Team Tiger, and Team Elephant. All funds generated were allocated to conservation projects benefiting these three amazing species. Together, participants raised over \$25,000 for the cause.

We would like to recognize and thank all of the corporate sponsors for the 3<sup>rd</sup> Annual E-Race Extinction event: Cyclebar, Millennium Media, Mandalay Pictures, Lotus Pictures, Eclectic Pictures, Don Papa Rum, and White Tiger Vodka.







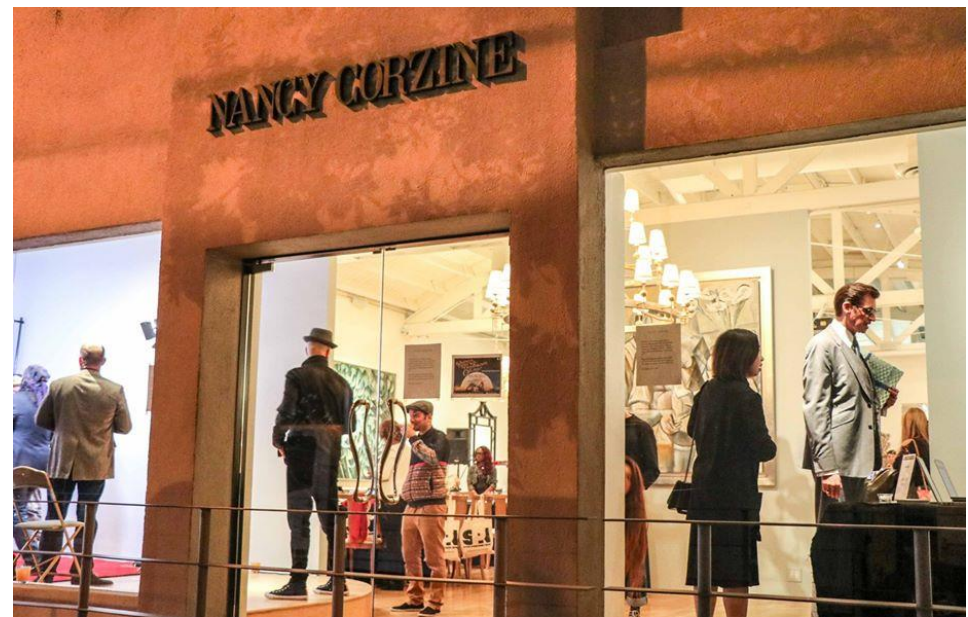
*Supporters enjoy mixology cocktails while raising paddles to bid on Venice trips, set visits to Boyana Studios in Bulgaria, and incredible paintings by renowned wildlife artists.*

## 2018: ELEPHANTS, TIGERS AND RHINOS, OH MY!

SPN's largest fundraising event of 2018 was our Elephants, Rhinos, and Tigers Oh My! Mixology Cocktail Soirée. Honorees included Gena Lee Nolin (Baywatch), Dr. Karen Halligan (The Doctors), and Kaley Cuoco (Big Bang Theory).

Over 120 of our most loyal supporters travelled from as far away as Las Vegas, New York, Canada, and the United Kingdom to join the fun. Braving an unusual spell of L.A. rain to take part in this spectacular event, together we raised nearly \$60,000, benefiting our conservation and education programs. Attendees experienced a special live performance by Elan Atlas of 'The Wailers' while enjoying specialty cocktails prepared by the legendary mixologist, Matthew Biancaniello. SPN was proud to make this a vegan event.

A special thank you to the corporate sponsors: Nancy Corzine, Millennium Media, Eclectic Pictures, White Tiger Vodka, Craigs, Viale di Romani, Cecconi's, Nobu, George Lopez Foundation, Vegan Glory, Ago's, Taste of India, Mauro's, B'Koah, and TGIS Catering.



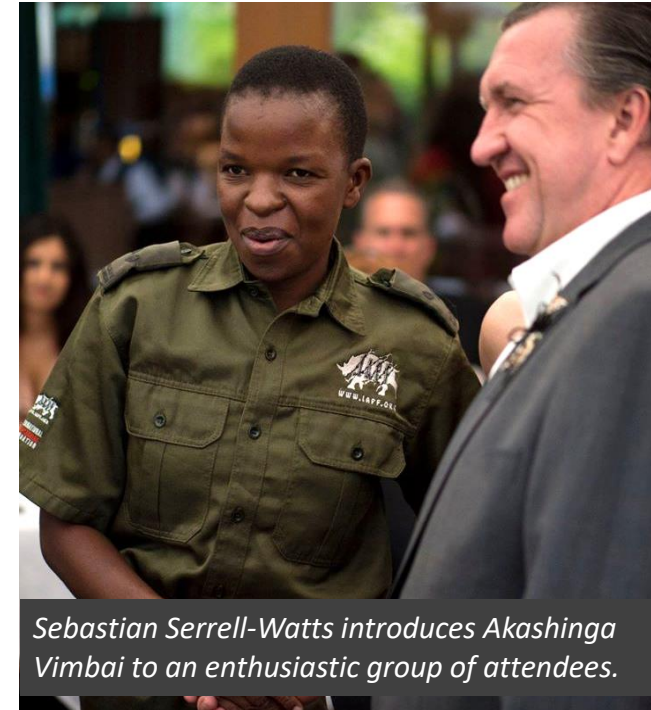




*Tony Fitzjohn, OBE, educates a future wildlife guardian about elephant conservation.*



*Danny Huston, passionate wildlife supporter, wishes Heidi Jo a Happy Birthday*



*Sebastian Serrell-Watts introduces Akashinga Vimbai to an enthusiastic group of attendees.*

## 2018: LUNCH FOR TONY FITZJOHN AND WILDLIFENOW

SPN hosted the legendary Tony Fitzjohn, OBE, of WildlifeNow at the Laurel Canyon Estate of our founders, Heidi Jo Markel and Sebastian Serrell-Watts. Attendees were treated to an afternoon of storytelling as Tony shared his thirty-year journey in lion, rhino, and African wild dog conservation with us. SPN initiated its Ranger Dog Program in 2016 and this event was held to raise funds to supply Tony with another dog, Atilla. In just one afternoon, SPN raised \$3650, enough to fund this second Ranger Dog for Tony and his organization, WildlifeNow.

## 2019: ALL I WANT FOR MY BIRTHDAY IS AN ELEPHANT

SPN's founder, Heidi Jo Markel, initiated our Rhino and Elephant Orphan Program in 2016. One orphaned elephant named Lani, holds a special place in her heart and she now dedicates her annual birthday fundraiser to help in the rehabilitation of this amazing survivor. At her 2019 fundraiser, Heidi Jo and her friends, including Danny Huston, Johnny Simmons, and Anthony Michael Hall, raised \$3,600 for Game Rangers International who care for Lani. Heidi Jo's goal is to inspire everyone to follow suit and dedicate their birthdays to our orphan program!

## 2019: DINNER FOR THE IAPF AND THE AKASHINGA INITIATIVE

SPN hosted an outstanding cocktail party and vegan dinner at Ago Restaurant in L.A. to support the IAPF and its all-female paramilitary unit, the AKASHINGAS, or 'Brave Ones'. Damien Mander gave a riveting 30-minute presentation outlining the poaching crisis in Africa and emphasizing the need to increase the number of female anti-poaching units, which are five times more effective. We were honored to have attendees such as: Akashinga, Vimbai Kumire, Mario and Mandella Van Peebles, Thora Birch, Eoin Macken, hosted by Gena Lee Nolin. Combined with an earlier Akashinga dinner, we raised over \$27,000.





*Board member Sarah MacDonnell helped organize the event with musical talent Louisa Bradshaw and renowned wildlife artist, Russ Ronat, Project Holocene.*



*SPN special screening of The Black Mambas by our esteemed guest and the director of the film, Bruce Donnelly.*

## 2019: ZAVO'S IN NEW YORK CITY

SPN launched our Global Conservation Education Program (GCEP) at a fabulous cocktail event held at ZAVO'S in NYC. GCEP is aimed at empowering youth around the world to become effective conservation ambassadors within their own communities. This launch continues our two-pronged mission: TO PROTECT and EDUCATE. During the event, we signed up over a dozen guests as brand new GCEP members and who made a commitment to become monthly donors to the cause.

The evening included a special preview of the short film: THE BLACK MAMBAS, from director Bruce Donnelly. Also, our Youth Board Ambassadors made short presentations on how to engage youth and become active participants in conservation and environmental causes.



*Youth Board former President, Marlena Lerner, presents her directorial debut music video parody "Poachers Got Bad Blood" championing media art to inspire youth to get involved.*



SPN will continue to fulfil its mission by supporting programs and organizations that result in effective anti-poaching and conservation outcomes. As we move forward, we are also committed to increasing our impact in the following ways:

**PROTECTION**

1

*Expand our support for world-class anti-poaching ranger training programs*

2

*Equip and deploy additional Akashinga all-female rangers*

3

*Provide additional Ranger Dogs to frontline anti-poaching units***EDUCATION**

4

*Continue to expand our domestic programs across the United States*

5

*Expand the reach of the Africa programs into more countries*

6

*Grow the Asia program and make inroads into Vietnam and China***CONSERVATION**

7

*Continue to support the rescue and rehabilitation of orphans*

8

*Provide additional support to on-the-ground conservation organizations*

9

*Expand our network of frontline conservation partners***COMMUNITIES**

10

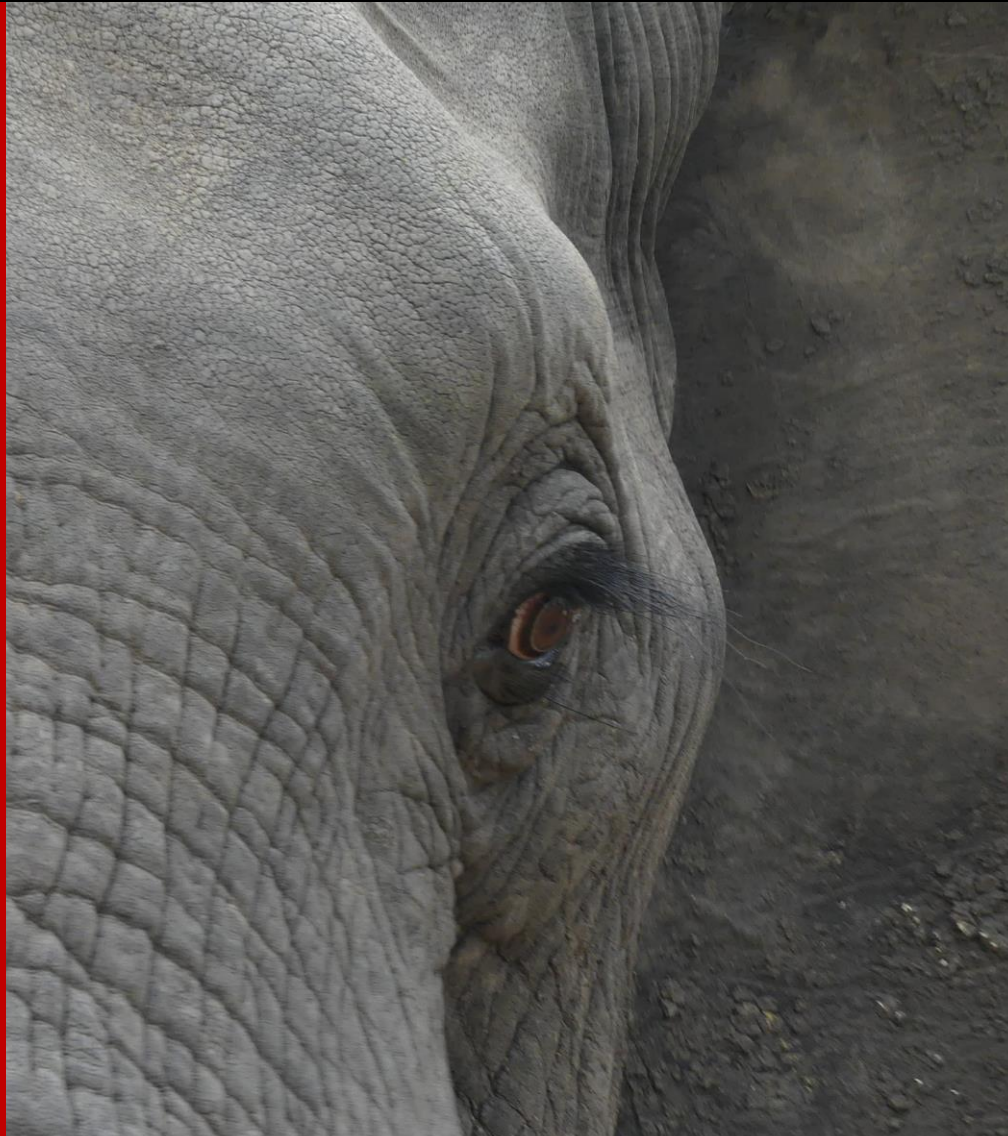
*Implement female empowerment and girl-focused education programs in Africa*

11

*Provide funds to create community-based development projects*

12

*Expand our support for human-wildlife mitigation initiatives*



*Defending wildlife takes dedication, effort, and significant resources. Frontline anti-poaching rangers, conservation organizations, and educators rely on SPN's ongoing financial and logistical support to help ensure the very survival of species threatened with extinction.*

## OUR PROMISE

When you make a donation, volunteer your time, or participate in one of SPN's fundraising events, you can be confident that you are helping an organization that is committed to protecting wildlife and dedicated to combatting both poaching and the illegal wildlife trade. The support of our donors and sponsors plays a vital role in being able to achieve our goals and is essential for the success of our on-the-ground conservation partners. If you're ready and willing to join the fight, there are several ways that you can help.

## DONATE OR SPONSOR

SPN relies heavily on donations to carry out its mission and fund our conservation and education programs. Contact us to see how you can become a valued supporting member of our community and add your voice to this wonderful cause. For corporations, we also have a number of sponsorship packages available.

## VOLUNTEER

SPN's network of amazingly talented and dedicated volunteers is the driving force behind the organization. By relying on their generosity, time, and skills, we can both maximize our reach and get the financial support to where it is needed the most and will have the greatest impact - the anti-poaching and conservation frontlines. As SPN continues to grow, we are always looking for volunteers who want to help the cause.

## SPREAD THE WORD

As someone who is aware of the poaching problem, and the steps that must be taken to stop it, you have the power to help protect these animals. By passing along this information, you can bring awareness, energy, and passion to this fight.



## EXECUTIVE BOARD

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## CONTACT

**Website:** [stoppoaching-now.org](http://stoppoaching-now.org)

**Education programs:** [education@stoppoaching-now.org](mailto:education@stoppoaching-now.org)

**Sponsorships and events:** [events@stoppoaching-now.org](mailto:events@stoppoaching-now.org)

Report prepared by Graeme Gissing, M.Sc.  
Director of Education, Stop Poaching Now!

## PARTNER ORGANIZATIONS



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