



AFRICAN WILDLIFE FOUNDATION®

## **CORPORATE PARTNERSHIPS FOR CONSERVATION**

The African Wildlife Foundation, together with the people of Africa, works to ensure the wildlife and wild lands of Africa will endure forever.

For more than 50 years the key to our conservation success has been creative partnerships.

On the following pages are examples of collaborations with respected companies and brands that have advanced the mission of the African Wildlife Foundation while engaging the support of consumers worldwide.



Photo courtesy of Billy Dodson

# Starbucks Coffee Company

Some partnerships are forged over coffee... and some, for the sake of coffee. AWF's six-year partnership with Starbucks Coffee Co. and 5,000 Kenyan farmers under the Kenya Heartland Coffee Project typified the latter. Here was an example of smart collaboration between a for-profit and non-profit that cultivated a better bottom line, better benefits to farmers, and better environmental stewardship in a critical conservation landscape.

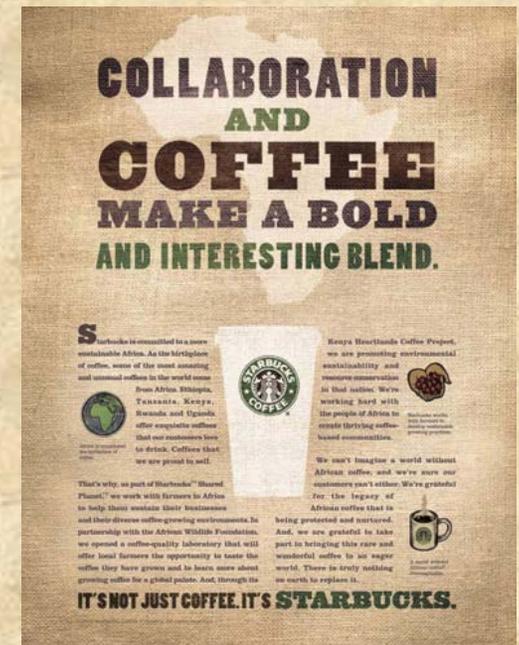


“With the local knowledge and expertise of the African Wildlife Foundation and Starbucks’ expertise in coffee quality, agronomy and socially responsible purchasing practices, we hope to positively impact the quantity and quality of coffee produced by selected cooperatives,” said Starbucks’ senior vice president of Coffee and Global Procurement at the project launch. “We are pleased to have this opportunity to expand our efforts to enrich the livelihoods of coffee farmers in East Africa and throughout the world.”



“This partnership will benefit both the people and the wildlife of Africa,” said AWF's CEO Patrick Bergin. “It is only when we work to find solutions that benefit both that conservation can be successful.”

*Over a six-year period Starbucks contributed nearly \$2 million to improve livelihoods and advance conservation in rural Kenya.*



# The Walt Disney Company

In 2011 AWF teamed up with DisneyNature to highlight the plight of Africa's big cats, which has intensified in recent decades due to shrinking habitat and mounting conflict with humans. They generously agreed to donate a portion of opening week ticket sales from their film *African Cats* to support an AWF land lease conservation program that protects big cat habitat in Kenya.

The "See *African Cats*, Save the Savanna" initiative was a roaring success. The proceeds allowed AWF to ultimately preserve 65,000 acres of the savanna ecosystem for lions, cheetahs, and other wildlife.



Disney's senior vice president of corporate citizenship, environment and conservation had this to say about the collaboration:

"We have been so impressed with AWF's attention to the overall communications to your constituents around this project, as well as the incredible dedication and expertise of your staff in the field. In fact, we couldn't be happier to be working with a longtime partner like the African Wildlife Foundation to ensure the future of some of the continent's most important places and species."

*Disney helped big cats in a big way by giving over \$500,000 to save Kenya's savanna lands.*



**Two Thumbs Up!**  
AWF with DisneyNature Leaps into Theaters This Earth Day

**Details:**  
DisneyNature has selected AWF to celebrate the release of its new DisneyNature feature film "African Cats" through a special program called "See African Cats, Save the Savanna." DisneyNature will make a donation on behalf of every moviegoer who sees the film during opening week (April 22-28). As the featured partner of "See African Cats, Save the Savanna," AWF will receive funds through the Disney Worldwide Conservation Fund to ensure the future of lions, cheetahs, elephants, rhinos, giraffes and a host of other animals in the vibrant African savanna (see separate page).

**The story:**  
An epic true story set against the backdrop of one of the wildest places on Earth, "African Cats" captures the mid-life love, humor, and determination of the majestic kings of the savanna. The story follows Masi, an endearing lion cub who strives to grow up with her mother's strength, spirit, and wisdom; Sisi, a fearless cheetah and single mother of five mischievous cubs; and Finga, a proud leader of the pride who must defend his family from a once-benighted lion.

**Showtimes:**  
"African Cats" opens near you! The film is in theaters starting April 22-28.

**What's Inside:**  
Wildlife conservation news, photos, and more from the African Wildlife Foundation.

**Inside THIS ISSUE:**  
African Wildlife Foundation's 50th Anniversary  
African Wildlife Foundation's 50th Anniversary  
African Wildlife Foundation's 50th Anniversary

**Special Features:**  
Watch the trailer for "African Cats" at [www.awf.org/africancats](http://www.awf.org/africancats).  
Download an 8-page educational activity guide about the science and geographical themes presented in "African Cats" at [www.awf.org/africancats](http://www.awf.org/africancats).  
Tickets for groups of 20 or more are already available in the United States. Call 1-888-DISNEYE.

**The Vision Behind See African Cats, Save the Savanna**  
In southern Kenya, where AWF has partnered with local communities for more than 40 years, AWF is working to protect the savanna habitat that supports a wide variety of wildlife. The savanna is a fragile ecosystem that is being degraded by human activities such as land clearing, overgrazing, and poaching. AWF is working with local communities to protect the savanna and the wildlife that depend on it. Through the "See African Cats, Save the Savanna" program, AWF is receiving funds from the opening week ticket sales of the film "African Cats" to support its land lease conservation program in Kenya. The program will help protect 65,000 acres of savanna habitat for lions, cheetahs, and other wildlife.

**TWO THUMBS UP!**  
DisneyNature and AWF Celebrate the Release of "African Cats"

**SEE AFRICAN CATS, SAVE THE SAVANNA**

# Hublot

This Swiss manufacturer of high-end watches has created a limited-edition AWF branded “Big Bang Out of Africa” timepiece that is being promoted by both partners worldwide. Super model Veronica Varekova is both the face of Hublot and an AWF Goodwill Ambassador.

The Hublot partnership is the latest in Varekova’s efforts to promote AWF’s principles, values, and programs, and to aid AWF in its efforts to raise awareness of and funds to support conservation initiatives throughout the African Heartlands.



Jean-Claude Biver, CEO of Hublot, says, “I am greatly impressed by the African Wildlife Foundation’s 50 years of efforts throughout Africa, and I am happy to be able to support the Foundation through our partnership, and with Veronica. Each watch sold will bring a contribution to the preservation of Africa’s wildlife.”

*Since this partnership began three years ago, Hublot has contributed \$300,000 to help AWF preserve Africa’s wildlife and wild lands.*



# Endangered Species Chocolate

The name of this company comes with a promise to consumers—that their product is helping to safeguard the iconic wildlife pictured on each chocolate bar. Through their partnership with AWF, Endangered Species Chocolate is helping to protect lions, elephants, and zebra through their 10% Give Back Promise, and a symbolic animal adoption package.

Endangered Species Chocolate is now supporting the launch of a new AWF initiative aimed at expanding our great ape conservation efforts to include new species in new parts of Africa.

“Partnerships are essential to AWF’s ability to carry out conservation actions in a timely and effective manner,” says AWF President Helen Gichohi. “The alliance with our friends and partners at ESC and the impact it will have for conserving Africa’s great apes is an outstanding case in point.”

**endangered species**  
*Chocolate*

**OUR PARTNERS**  
THE RECIPIENTS OF OUR 10% GIVEBACK PROMISE

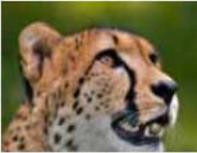
*our mission*

To have a positive impact on Earth’s species, habitat and humanity by providing resources through the creation, manufacture and sale of delicious, premium, ethically traded, natural, gluten free, vegan and kosher certified chocolate products.

**10% GIVEBACK**  
*partners*

**AFRICAN WILDLIFE FOUNDATION®**

The African Wildlife Foundation, together with the people of Africa, works to ensure the wildlife and wild lands of Africa will endure forever. AWF believes that protecting Africa’s wildlife and wild landscapes is the key to prosperity of Africa and it’s people. The Endangered Species Chocolate grant will be used to advance AWF’s Species Science Team and their work to protect endangered wildlife such as lion, bonobo, Grevy’s zebra and other magnificent species.

Learn more at [awf.org](http://awf.org)

*Through its 10% Giveback program, Endangered Species Chocolate has donated more than \$100,000 in support of AWF’s work to save some of Africa’s most iconic and imperiled wildlife.*



AFRICAN WILDLIFE FOUNDATION®

## Corporate Partnership Opportunities



Photo courtesy of Billy Dodson

### PROTECT AFRICA'S WILD LANDS

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Africa's wildlife needs room to roam. AWF is working to protect land and habitat in a way that allows wildlife and people to coexist.

- *Help AWF and local partners plant trees to restore critical forest habitat in Kenya for the benefit of people and wildlife.*

### CONSERVE AFRICA'S WILDLIFE

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Much of Africa's wildlife is endangered, and without targeted action species like rhinos, elephants, and lions could disappear from the wild.

- *Join with AWF to support the brave rangers and scouts that are the last defense against organized poachers.*

### CREATE CONSERVATION ENTERPRISES

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AWF and partners are developing sustainable business enterprises that improve the livelihoods of local people who share their lands with wildlife.

- *Partner with AWF to develop ecotourism and agriculture enterprise projects that improve livelihoods in African communities.*

### BUILD CONSERVATION CAPACITY

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AWF invests in education and training and partners with governments so that Africa's people can take the lead in protecting their natural resources.

- *Support AWF's scholarship program that is training the next generation of African conservation leaders.*

#### Contact

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