



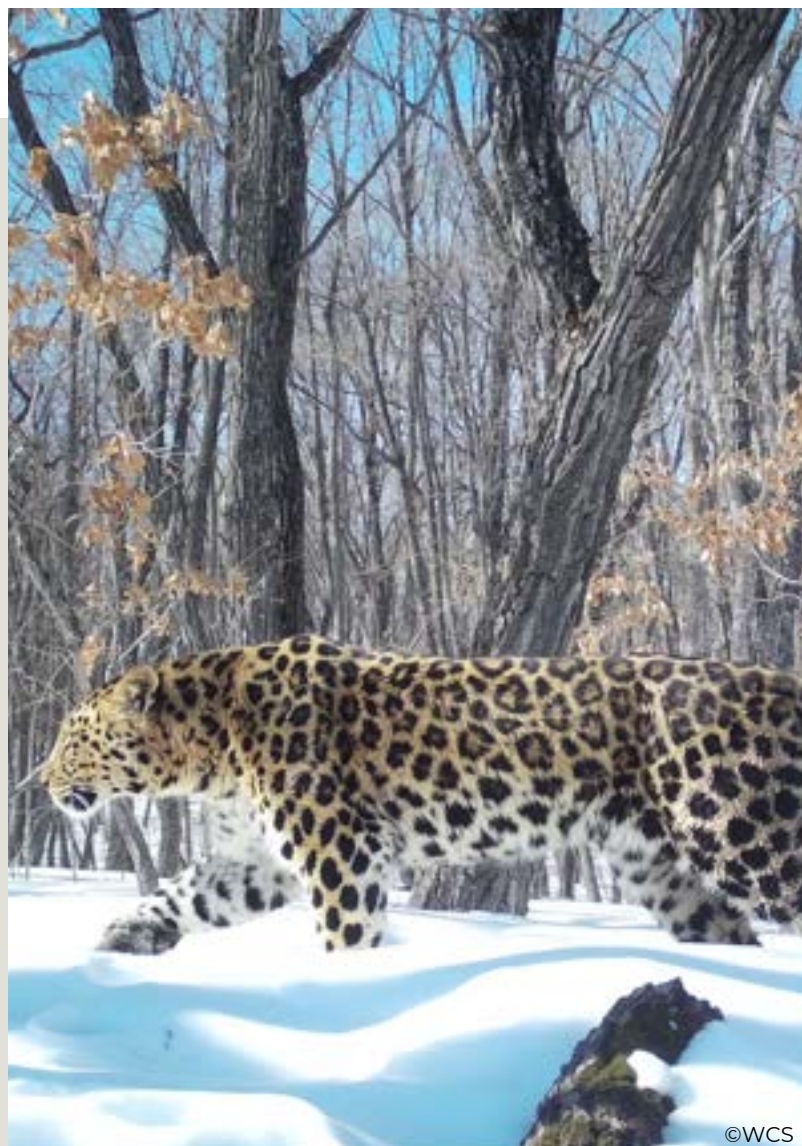
# ANNUAL REPORT

[conservewildcats.org](http://conservewildcats.org)

**-2022-**



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Picture 1 - Camera trap image of an Amur leopard in 2022

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# ABOUT US

WildCats Conservation Alliance is an initiative of the Zoological Society of London (ZSL) and Dreamworld Wildlife Foundation (DWF) channelling public and zoo support for wild tiger and Amur leopard conservation projects.

WildCats currently provides funding for conservation projects in China, Indonesia, Nepal, Thailand and Russia. Funds come from the international zoo community, corporates, and the general public, many of them long term supporters.

To date, WildCats has mobilised over £4.6m in support of 104 projects contributing to threat reduction, habitat restoration,

population monitoring, the study of wildlife health and education and engagement.

WildCats uses internationally respected conservationists and scientists who comprehensively review all submitted funding proposals to ensure that they have sound practical conservation and/or scientific credibility and are making a fundamental contribution to the conservation of wild tigers and Amur leopards.

Based in the ZSL headquarters in Regent's Park, London, the running costs including the salaries for the two part-time employees, are covered by an annual grant provided by DWF, with infrastructure and managerial support provided by ZSL.

## EXECUTIVE SUMMARY

2022 was an important year in wild tiger conservation as the lunar calendar turned to the Year of the Tiger on 1st February for the first time in 12 years.

It was during the last Year of the Tiger in 2010 that the leaders of the tiger range states came together for the first time in acknowledgment that wild tigers were in danger of extinction. At this meeting, the St Petersburg Declaration announced a series of measures to implement a Global Tiger Recovery Program that would result in doubling the world's tiger numbers by 2022. This target was not met by every tiger range country, more details of which can be found on page 5.

With tigers experiencing an increase in exposure during 2022, WildCats executed a planned campaign of activities to extend its supporter base and raise awareness and funds for the conservation of this endangered species.

These included our first Match Giving Campaign, a live conservation debate of senior conservation practitioners on YouTube, and engagement through Podcasts, school talks, and pledges.

Nevertheless, this celebratory year has been tempered by the Russian invasion of Ukraine and the ongoing repercussions of the Covid 19 pandemic. The resulting global economic recession and fuel crisis following so soon after the pandemic has impacted public donations resulting in a cautious project funding profile for WildCats in 2023.

The second Russia tiger summit, in the wake of the outbreak of the war in Ukraine, was a much-diminished affair with some countries boycotting it and others sending junior government staff instead of high-level ministers. The resulting Vladivostok Declaration, however, highlighted the focus for the next twelve years and the second phase of the Global Tiger Recovery Program planned for release in 2023.



## OUR VISION & MISSION

### VISION

Tigers and Amur leopards are safe and thriving in the wild.

### MISSION

To save wild tigers and Amur leopards for future generations by raising awareness of their status and funding carefully chosen conservation projects.

## GUIDING PRINCIPLES

- We support locally appropriate projects. We fund projects that address key conservation issues across all tiger and Amur leopard ranges.
- We leave a positive legacy by enabling long-term sustainability of the conservation efforts we support, either through in-country capacity building and/or the training and mentoring of range state conservationists.
- A rigorous independent review process selects conservation projects with clear goals that have a demonstrable positive impact on the survival of wild tigers and Amur leopards.
- We fund projects across any range state that build a long-term future for wild tigers and Amur leopards.

- We will inspire donors to increase the funds available for wild tiger and Amur leopard conservation projects, empowering them to be part of a collective, long-term conservation effort.
- We demonstrate to donors a measurable impact resulting from their contribution.
- We increase awareness of wild tiger and Amur leopard status through effective engagement.
- We direct 100% of all donations received to wild tiger and Amur leopard projects\*\*

\*To see the WildCats Conservation Alliance Strategy, visit: [conservewildcats.org/about-wildcats/](https://conservewildcats.org/about-wildcats/)

The WildCats strategy will be revisited in 2023-34 setting the agenda for the next five-year period.

\*\* The consistent support of DWF enables this key guiding principle.



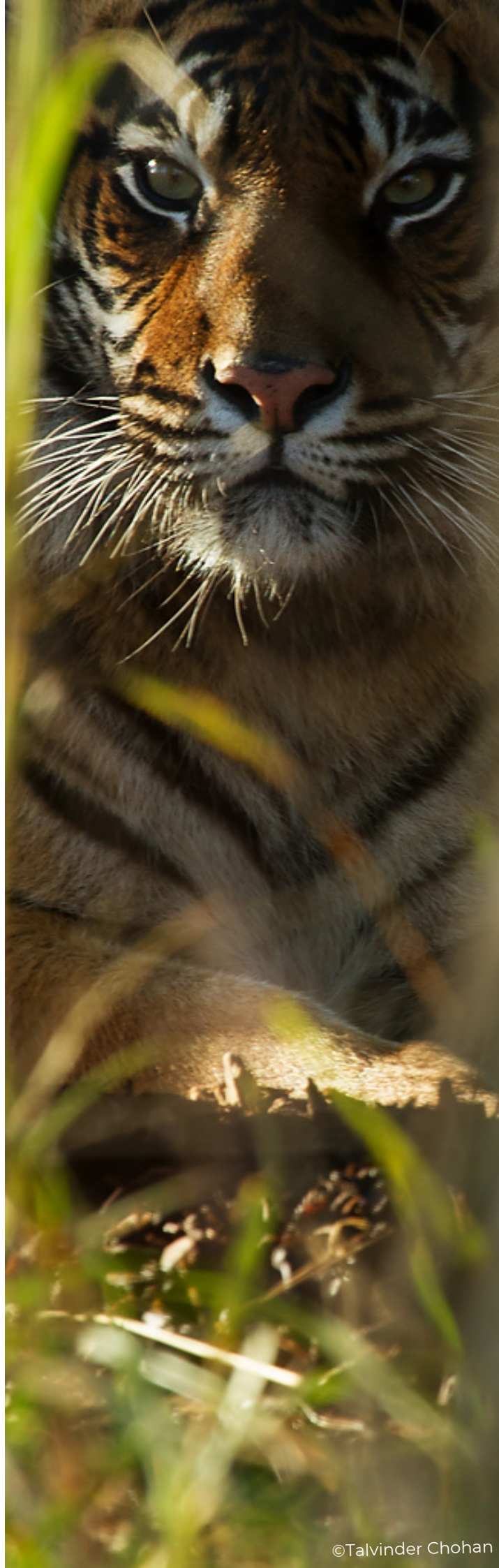
# LONG TERM STRATEGIC AIMS

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We aim to achieve our vision by addressing some of the key conservation issues. This will include:

- 1.Reducing the key threats to tigers and Amur leopards in the areas supported by WildCats Conservation Alliance by addressing illegal wildlife trade, increasing the area that is protected by antipoaching activities, enabling community coexistence, and mitigating conflict, helping to create safe and secure sites for tigers and Amur leopards to exist.
- 2.Deepening the understanding of the population ecology of tigers and Amur leopards through population monitoring, wildlife health monitoring, and other relevant research to inform conservation action.
- 3.Creating and sustaining a cadre of experienced, knowledgeable tiger and leopard conservationists through a variety of capacity development approaches.
- 4.Inspiring key stakeholders to act for tiger and Amur leopard conservation through education and outreach efforts. This includes maximising the opportunities of the next Chinese Year of the Tiger in 2022.

*“Creating safe and secure sites for tigers and Amur leopards to exist.”*





WildCats Year of the Tiger graphic

## TIGER CONSERVATION IN 2022

**WILDCATS** 2022  
YEAR OF  
THE TIGER  
CONSERVATION ALLIANCE

**2022 was the Lunar Year of the Tiger and a critical time for these incredible big cats.**

As the curtain closes on the Year of the Tiger it brings us to a natural point of reflection on what was accomplished in 2022 to help ensure the future of this iconic species.

### Top wins for tiger conservation in 2022



#### Nepal tripled tiger numbers

In 2010, Nepal had 121 tigers. Nepal has since nearly tripled its tiger population to 355, offering hope for similar success in other regions.



#### The Big Cat Public Safety Act

US President signed an act to phase out private ownership of big cats limiting ownership to zoos, universities, and sanctuaries.



#### First climb in tiger numbers

The IUCN revealed a possible 40% rise in tiger numbers, from 3,200 in 2015 to 4,500, marking the first wild tiger population growth in decades.

Tiger populations plummeted from 100,000 in the early 20th century to 3,000 in 2010, covering only 7% of their original habitat. In 2010, as a response to this, 13 tiger range countries launched the Global Tiger Recovery Program. They aimed to double the wild tiger population by the next Year of the Tiger in 2022.

Despite recent successes in tiger conservation, the species is still classified as endangered. Poaching, habitat destruction and conflict with people still threaten this species, and success is not universal across the countries they inhabit.





# 9 PROJECTS, 5 COUNTRIES

Between January and December 2022 WildCats funded nine projects in five countries to the value of **£188,921** based on income raised in 2021. This cautious funding strategy was a result of WildCats lower income during the Covid 19 Pandemic. After the success of Year of the Tiger fundraising we expect a 15% increase in grants disbursed in 2023.

Projects in 2022 focused on the crucial themes of threat reduction, human-wildlife coexistence, population monitoring and education and outreach in China, Indonesia, Nepal, Thailand and Russia.




Picture 2 - Camera trap image of an Amur leopard in 2022



Picture 3 - Camera trap image of an Amur tiger in 2022



Picture 4 - Camera trap image of an Sumatran tiger in 2022



WildCats launched its first Professional Development Award in 2022 in celebration of Year of the Tiger. This award is designed to assist in increasing the skills of a person with fewer than 10 years of paid conservation experience already working on a project receiving funds from WildCats. The winner of the first award will be announced during the first quarter of 2023.

# CHINA

Amur tigers and Amur leopards live along the border between Russia and China. Small but increasing numbers of both big cats are breeding in northeast China. Long term monitoring is necessary to understand the movement of these animals to understand their conservation needs.



Picture 5 - WCS China site map from 2021



Wildlife Conservation Society (WCS) worked in tandem with the WCS Russia team to facilitate cross-border collaboration on a transboundary population monitoring system. This long-term monitoring by camera trap provides a greater understanding of the populations of Amur leopards and tigers.

Two areas, Hunchun Nature Reserve (HNR) within The North East China Tiger and Leopard National Park and Dahuaggou outside of the protected area, were the surveys sites to collect both tiger and Amur leopard data.

In Hunchun, 115 sites were installed with pairs of cameras that covered approximately 1,035 km<sup>2</sup> of key habitat for Amur tigers and leopards. From the 85,820 images and videos recorded, 42 individual tigers and 28 leopards were identified. 30 of the tigers, including four family units were newly identified individuals. 14 leopards were also recorded for the first time.

In nearby Dahuanggou, 30 sites (an increase by 10% on 2021) were surveyed covering approximately 270km<sup>2</sup>. These traps resulted in 59,183 images and videos of wildlife and human activity and four individual tigers and one leopard were identified.

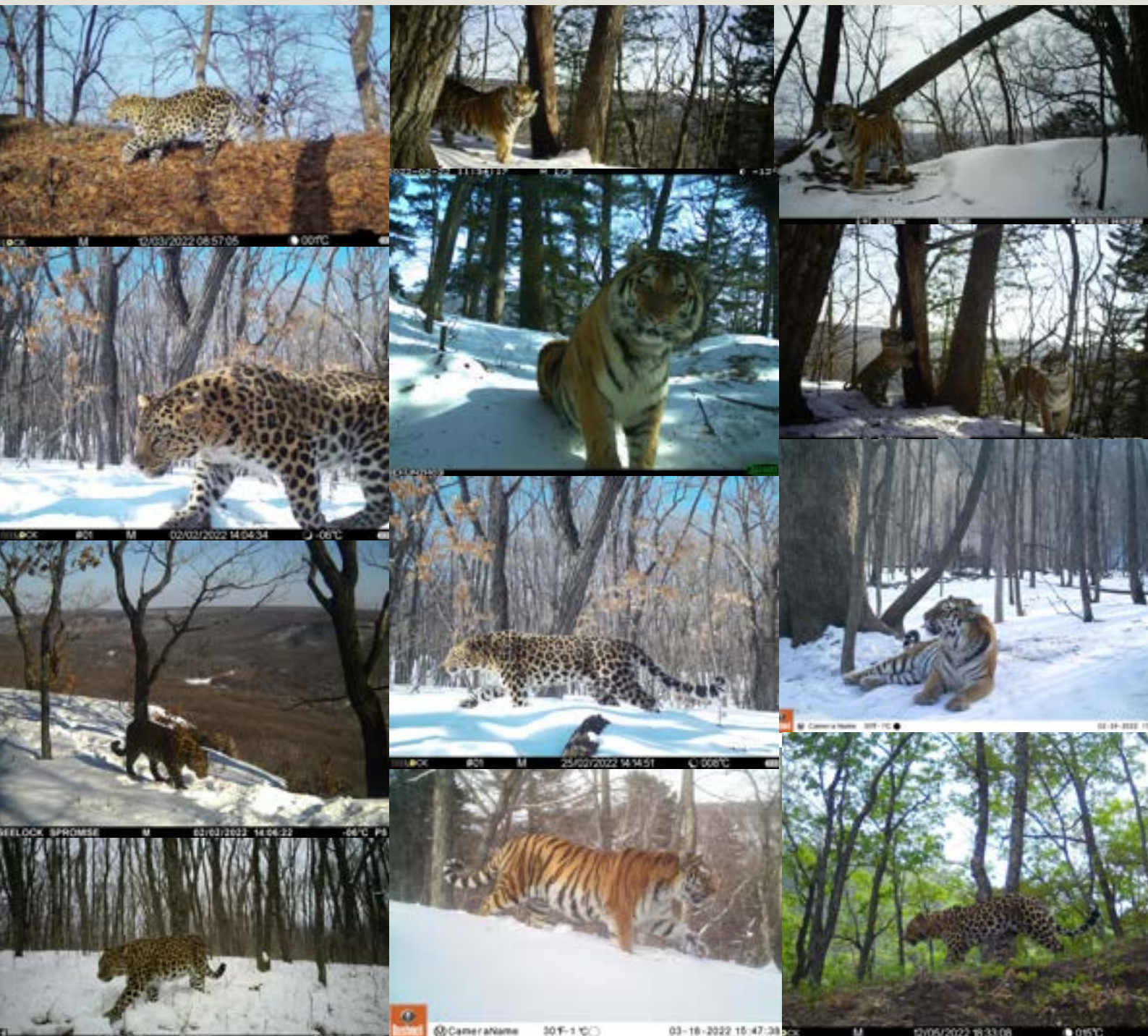
39% of all trap images recorded human activity in Hunchun between June to November 2022. However, human activity accounted for 84% of all captures in Dahuanggou. This may indicate that numbers of tigers and amur leopards remain lower in Dahuanggou due to higher levels of human disturbance.



Picture 6 - Camera trap installation 2022

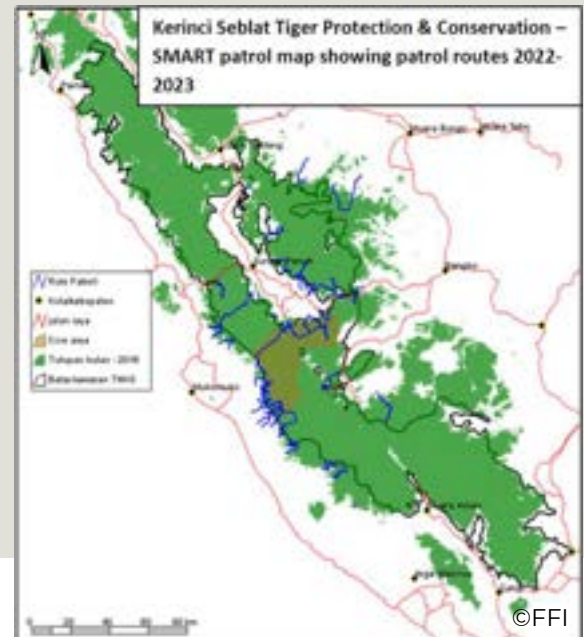
# RUSSIA

The survival of Amur tigers and leopards in the Russian Far East is crucially important to the ecosystems they inhabit and on biodiversity as a whole and must remain a global conservation priority.



# INDONESIA

Indonesia is one of the world's largest archipelagos and is situated between Asia and Australia. The Indonesian island of Sumatra is the only island where you can find the *Panthera tigris sumatrae* (Sumatran tiger). Today there are thought to be an estimated 400-500 Sumatran tigers left in the wild; our projects help to conserve the tiger and its habitat throughout Indonesia.



Picture 7 - Patrol routes 2022



Fauna & Flora (F&F) detected and reduced threats to tiger, prey and habitat to bring about a natural increase in Sumatran tiger populations in the Kerinci Seblat National Park (KSNP) on the island of Sumatra. There are an estimated 128 tigers within the park requiring protection and the park could, with the correct conservation in place, hold up to 150 resident animals.

Tiger Protection & Conservation Units (TPCUs) conducted 78 SMART\* forest foot patrols across a distance of 1,172km (694 miles). For the first time in the project's 23 years history, no active tiger snares were discovered in the core of the National Park, a good result since the team continues to scope the key areas for threats.

Evidence of poaching of tiger prey species, in particular rusa sambar (deer) continues to decline with only one patrol reporting 10 active deer snares. This compares with 49 deer snares on four of the 72 TPCU patrols conducted in 2021-2022.

For the first time ever, patrols conducted during the holy month of Ramadan recorded no poaching threat to deer to supply local market demand.

In July, the outstanding impact of the Kerinci Seblat TPCUs was recognised as they were awarded the International Ranger of the Year Award by the International Union for Conservation of Nature (IUCN).

WildCats Conservation Alliance remembers the commitment of two rangers, TPCU Leader, Gunawan Saifullah and long-serving TPCU community ranger, Sudirman, who died when a tree fell on a TPCU forest patrol camp in August 2022.



Picture 8 - Deputy Minister & TPCU team at the ceremony to present their IUCN/WCPA Ranger of the Year award.



**Lingkar Inisiatif Indonesia** continued to inform and educate devout park-edge villages about wildlife conservation using Islamic values. The moral ban on hunting and killing endangered wildlife from the Fatwa No. 04/2014 issued by the Muslim Council of Indonesia has proved to be an effective tool in changing poaching and hunting behaviours in the Bengkulu region at the southern edge of Kerinci Seblat National Park.

Lingkar Inisiatif used specialist staff to continue to mentor local hunters to turn away from hunting wildlife and become protectors of the forest. On Global Tiger Day in July, the growing impact of this “guardianship” programme was celebrated as 20 ex-hunters publicly declared their commitment to stop hunting activities. In 2022 some of these ex-hunters joined Lingkar Inisiatif forest patrols to become actively involved in securing local forest areas.

During the year 325 people learned about the importance of protecting endangered wildlife from their religion in five key villages where it is known that active poachers live. In North Bengkulu Regency, outreach also took place in five mosques during Friday prayers following earlier workshops for local religious leaders.

Other Global Tiger Day Lingkar activities celebrated Year of the Tiger including competitions for photography, poster making and a journalism and essay writing competition.



Picture 9 - Ex-hunter handed over a firearm that was usually used for hunting and stored by being buried in the forest



Picture 10 - Lingkar educating devout park-edge villages about wildlife conservation using Islamic values.

# NEPAL

Tiger conservation in Nepal is often cited as a success story. In 2022, in celebration of the Global Year of the Tiger, its Government announced it had not just doubled tiger numbers as pledged in 2010, but had nearly tripled that figure to 355 tigers. This population increase gives hope this success can be replicated across Asia.



Picture 11 - Parsa National Park and the Northern Buffer Zone.



Zoological Society of London (ZSL) is improving the coexistence of humans and wildlife in community forests around the buffer zones of Parsa National Park (PNP) in Nepal. PNP has seen numbers of tigers rise from seven in 2013 to approximately 40 in 2022.

Three training workshops for 102 community members were conducted to discuss tiger conservation needs, Human-Wildlife Conflict (HWC) mitigation, the importance of community-managed forest corridors and tiger dispersal, and the role of tigers in securing a healthy ecosystem.

30 predator-proof corrals were provided to keep livestock safe overnight and a further 100 vulnerable households were provided with 1,000 fodder saplings to reduce their dependence on forest resources within the Buffer Zone and National Park.

The local visitor information centre received a digital display board to display information and stories about the needs of tigers, their habitat conservation, along with the benefits to the community from conserving them.

Two hoarding boards detailing tiger conservation were also installed in the park to share important messages about staying safe in the forest.

27 front-line National Park staff were trained in monitoring tiger hotspots and recognising dispersal patterns to promote a better understanding and management of the PNP landscape and ensure the sustainability of this project beyond the implementation timeframe. Three areas of PNP were then monitored, with cameras installed in 35 locations resulting in 2,145 images identifying three individual tigers and 25 other mammals including prey species.

The impact of this long-term project is already being seen in a reduction of HWC incidents by more than 35%. Local people are less dependent on the forest for resources and visit forests in teams, rather than alone as they did before. Adapting their daily behaviours has reduced the potential for conflict.



Picture 12 - Info board instalment in PNP



# THAILAND

Thailand has become one of the last strongholds for the Indochinese tiger (*Panthera tigris corbetti*) in Southeast Asia. The country's Western Forest Complex (WEFCOM) supports the largest single population of tigers remaining for this subspecies and is of global conservation importance.



Picture 13 - Thailand by protected areas



Freeland work in Khao Laem National Park (KLNP) which was until recently largely overlooked as a tiger site on the eastern edge of the Western Forest Complex, home to the largest population of tigers in Thailand. Evidence now confirms Khao Laem is critical as a connecting wildlife corridor and supports a resident population of around 10-12 Indochinese tigers. This reinforces the important research, monitoring and capacity building this project carried out in collaboration with the National Park authority to protect the tiger population.

Training for rangers included 20 individuals learning navigation (use of map, compass and GPS), weapons safety, data collection for SMART, rapid response patrol tactics, arrest techniques and use of GSM cameras. 75 other rangers participated in surveys and received on-job-training, including where to place cameras, setting cameras, recording site data, downloading data, and general survey best practices. One official was mentored in SMART data management.

Two types of surveys were carried out using this training. Regular long-term ecological monitoring surveys carried out over 90km<sup>2</sup>, utilising 95 cameras identified 39 mammal species including the endangered Indochinese tiger, Indochinese leopard, and large spotted civet. Spatially Explicit Capture-Recapture surveys using 37 pairs of camera traps covered 333km<sup>2</sup>, recorded 46 wildlife species, one domestic dog and three humans (poacher, ranger, and villager). Data analysis shows six individual tigers were recorded.

Nine patrol teams conducted 414 SMART patrols, travelling 13,834km in an area of 1,229.34km<sup>2</sup>, which represented approximately 82.12% of Khao Laem National Park.



Picture 14 - A team on patrol in KLNP



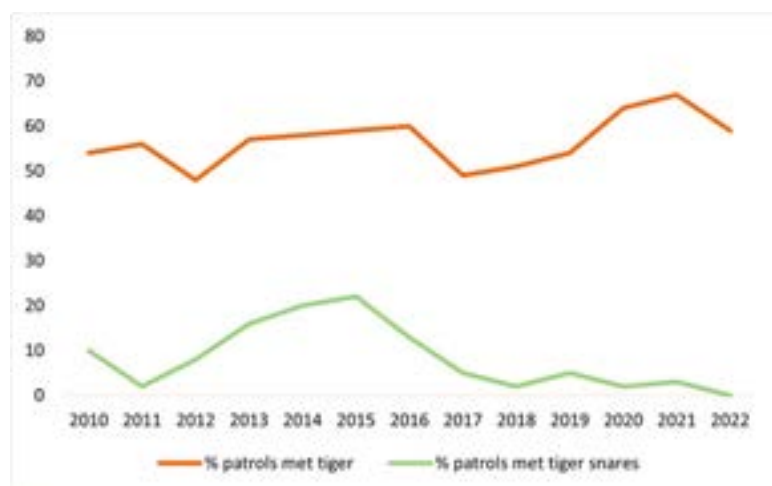
# KEY PERFORMANCE INDICATORS

WildCats current 5-year strategy (see pages 3 & 4) identified several key performance indicators against which to measure our conservation success.

## Reducing threats

“Create safe and secure sites for tigers and Amur leopards to exist in the areas supported by WildCats Conservation Alliance. We will do this by addressing illegal wildlife trade; increasing the area protected by antipoaching activities; enabling community coexistence and mitigating conflict.”

### Encounters while on patrol in KSNP



- 85% fewer active tiger snares have been detected in the core of KSNP, Sumatra since 2015, the lowest level since 2008. Correspondingly, more patrols have encountered tigers.
- 31,029km<sup>2</sup> of land protected by rangers who patrolled over 740,227km by vehicle, boat, and on foot across all projects supported.
- 32 Predator Proof Corrals were constructed in Nepal to protect livestock overnight with the aim of reducing human-tiger conflict in the buffer zone of Parsa National Park.



Picture 15 - Predator proof corral in Nepal 2022



Picture 16 - Three legged tiger recorded in Thailand

## Population Ecology

“Deepening our understanding of tigers and Amur leopards through population monitoring, wildlife health monitoring, and other relevant research on carrying capacity to inform conservation action. WildCats grants were provided for 2,853km<sup>2</sup> of population monitoring with camera traps in four protected areas across China, Russia and Thailand during 2022.”



Picture 17 - Three legged tiger recorded in Thailand

## Northeast China

WCS increased the number of camera trap sites (and area covered) by 15%. The numbers of both tigers and Amur leopards recorded rose, with an estimated 16 new tigers and 4 new leopards recorded in the new areas. [80% of the new tigers (16) and 50% of new leopards (4) in 2022 were due to the wider area and more cameras.

*WCS China identified 40 individual tigers and 28 individual leopards including 4 tiger family units. Compared to 20 tigers and 19 leopards in 2021.*



Picture 18 - Setting up a camera trap in China

## Thailand

In Khao Laem National Park, Thailand, four years of monitoring have confirmed a small resident population in this region. The team are now expanding threat reduction activities as a result of these surveys.

*During 2022 Freeland resurveyed 477km<sup>2</sup> – 31% of the protected area. 8 individual tigers were identified with 7 of these tigers being new additions to the National Database.*



Picture 19 - Camera trap image of an Indochinese tiger in 2022

2,853 km<sup>2</sup> was surveyed by camera trap across four protected areas in 2022 recording 80 individual tigers and 61 individual leopards in the survey sites.



Picture 20 - Camera trap training in Thailand

## Capacity building

“Encourage the training of local conservationists, rangers, veterinarians etc. and support local resources e.g. veterinary centres, labs, rehabilitation centres etc. Encourage knowledge sharing between range states.”

During 2022, funds were raised to support the first WildCats Conservation Alliance Professional Development Award to be allocated in 2023.

*£40,000 was raised and the program was designed to support the Professional Development of an early/mid-career conservationist with less than 10 years paid experience.*

## Nepal

In Nepal ZSL conducted hotspot and dispersal monitoring in Parsa National Park to study dispersal patterns in an increasing tiger population to inform protected area management plans and human wildlife coexistence strategies.

*27 front-line staff (19 game scouts and 8 Nepali Army) received 2 days of training in hotspot and dispersal monitoring.*



Picture 21 - ZSL staff introducing camera trapping techniques at PNP

## Thailand

In Thailand, satellite-enabled cameras provide real-time evidence of human activity in Khao Laem National Park.

*40 senior rangers received enforcement training as a rapid response to poacher monitoring using the GSM cameras.*



Picture 22 - Survey team at work in Thailand



Picture 23 - Aadhavar, PNP, Nepal - Training and workshop 2022



Picture 24 - "Don't take anything but photos" poster competition entry Sumatra

## Education and outreach

"Support the education of local people and children to increase in-situ support for tigers and Amur leopards to effect positive attitude change. Inspire and empower the supporter base, donors and their constituents to increase support for tiger and Amur leopard conservation."

### Nepal

ZSL promotes the importance of community-managed forest corridors for tiger dispersal, mitigation measures for human-wildlife conflict, and the role of tiger conservation in securing a healthy ecosystem.

*Three workshops for 102 key stakeholders including community members and representatives from the local governments were organised by ZSL and local conservation partners.*



Picture 25 - Training to local communities on tiger conservation

### Thailand

Freeland commenced an educational engagement programme to educate children on safe forest behaviour and inspire them to protect wildlife following a spate of human-tiger conflict and poaching incidents in Western Khao Laem National Park.

*Three primary schools were visited on four occasions to talk to 374 students.*

### Sumatra

Lingkar Inisiatif works with communities local to the significant tiger habitat of Kerinci Seblat National Park in Sumatra. The project team use Islamic religious values to reach devout villagers, to promote preservation of wildlife rather than hunting and poaching.

*325 people in 9 villages learnt about the Muslim Council of Indonesia Fatwa (No. 4/2014) which prohibits hunting and trading of endangered wildlife.*

*270 local people were inspired to submit entries to competitions for photography, essay writing and poster making in celebration of Year of the Tiger.*



Picture 26 - Lingkar Mosque Teluk Aggung village

### Russia

Phoenix Fund based in Vladivostok, are founding participants of Russian Tiger Festivals. These events with parades and theatrical events, competitions, and environmental activities, grow in popularity each year.

*4660 people across five towns the Russian Far East Tiger Day festivals learned about tiger conservation issues and showed respect for rare big cats and the environment.*

*1,831 entries were submitted to the art competition for a space in the annual Tiger and Leopard Calendar.*



## ENGAGEMENT

### WildCats Pawcast

We kicked off a series of podcasts in February 2022 delving into topical issues affecting the preservation of wild tigers. In each episode of WildCats Pawcast, we met with experts working to save wild tigers and their habitats and took a deeper dive into the threats and solutions affecting the future of the species.

The podcast allowed a wider audience to hear the voices of those working in conservation and to break down the barrier separating the public from the experts. Eight episodes were released covering subjects including counting tigers and disease. By the end of 2022, there were 1995 unique downloads, and they remain as 'evergreen' content for future listening.



Picture 27 - Podcast artwork



### Education

Engaging with young people through ZSL's education department, the WildCats team took part in a series of six in-depth Year of the Tiger workshops for 180 children in London who were learning about wildlife as part of their school curriculum.



# ONLINE LIVE DISCUSSION EVENT

WildCats first-ever online live discussion event took place in November 2022 to consider conservation achievements since the last Year of the Tiger and the publication of the Global Tiger Recover Program, and the focus for the next twelve years.

We heard from a broad range of speakers including Keshav Varma, Program Director of the Global Tiger Initiative, Nathan Roberts Northeast China Forestry University, and Debbie Banks, Campaign Leader, Tigers & Wildlife Crime, from the Environmental Investigation Agency.



Picture 28 - Screenshot from the live YouTube event

The event, hosted by ZSL Science and Conservation on YouTube was chaired by Amy van Gelder of the WildCats team and pulled in 113 live views on the day, with 635 views by the end of 2022.

## GROWING OUR AUDIENCE

Back in 2018, to ensure WildCats remained GDPR compliant, existing supporters were asked to opt-in to WildCats email lists again. Those who did not respond by the deadline were removed from the list resulting in the loss of over 80% of WildCats email supporters. Using the Care2 platform, we aimed to regrow our email lists to at least pre-GDPR levels.



Picture 29 - Care 2 campaign page

Care2 promote charity content (petitions, pledges, letter writing campaigns) to their audience then deliver an email opt-in to allow their audience to hear more from you. We ran two rounds of this lead gen, one in April and one in December.

Of the donations which came through from the public in 2022, 11% of them were from Care2. The average amount donated was £14. The conversion rate for our Care2 campaign was 0.3% which is very low however some of the CARE2 audience have started to repeat the donation action. We expect the lifetime value of these leads will increase as we continue to deliver value.

**+7,181**  
new contacts



# PUBLIC AND CORPORATES

## Matched giving appeal

The weeklong fundraising campaign on The Big Give platform took place in April with £10,000 of matched funding available from The Big Give Trust. This Green Match Fund during the Year of the Tiger highlighted the importance of supporting conservation projects in tiger ranges suffering from the economic impact of COVID-19. A loss of funding to National Parks & protected areas, decline in local tourism, coupled with increases in local unemployment and wildlife poaching, tigers, prey and habitats were left exposed and the risk of human-tiger conflict increasing. This campaign raised a total of £20,119.



Picture 30 - Big Give page

## Corporate donations

**Selatan Crafted Giftware**, based in Melbourne, Australia, owned by supporter and tiger keeper Monique Counihan, donated AU\$18,004 from the profits made by selling beautiful animal-themed accessories. The total donated by Selatan now stands at AU\$85,828.



**Bennetts**, coffee distributor donated US\$1,920 despite the effects of the pandemic on the coffee business. Bennetts have given a total of US\$37,110 since 2006.



**The James Gibson Charitable Trust** donated £5,000 to WildCats during 2022 as part of ongoing support for Lingkar Inisiatif Indonesia. This contribution was made through The Big Give campaign, thus doubling its impact to £10,000.

# ZOOS WORKING TOGETHER

Working together with zoos across the world is an important aspect of WildCats work. Good zoos make a huge contribution to wildlife conservation, financially, by scientific expertise, maintaining genetically diverse species, and through inspiring and educating millions of visitors. Running a tiger or Amur leopard conservation project at a scale for it to have impact is a multimillion-dollar undertaking. By pooling contributions together, zoos have a much larger impact and link in situ and ex situ efforts to save endangered species.



Picture 31 - Certificate of thanks presented to zoos

# OUR COMMUNITY OF ZOO SUPPORTERS

TOP TEN ZOOS	AMOUNT	COUNTRY
Korkeasaari (Helsinki) Zoo	£63,502	Finland
Walter Zoo	£32,049	Switzerland
Dreamworld Wildlife Foundation	£30,528	Australia
Wilhelma Stuttgart Zoo	£25,891	Germany
Ft Wayne Children's Zoo	£18,718	United States
Bellewaerde Park	£10,146	Belgium
Auckland Zoo	£9,862	New Zealand
West Midlands Safari Park	£9,598	United Kingdom
Zoological Society of Hertfordshire & Big Cat Sanctuary	£6,500	United Kingdom
Dublin Zoo	£4,247	Ireland



Picture 32 - Paradise Wildlife Park onsite fundraising



# TOTAL INCOME £329,706

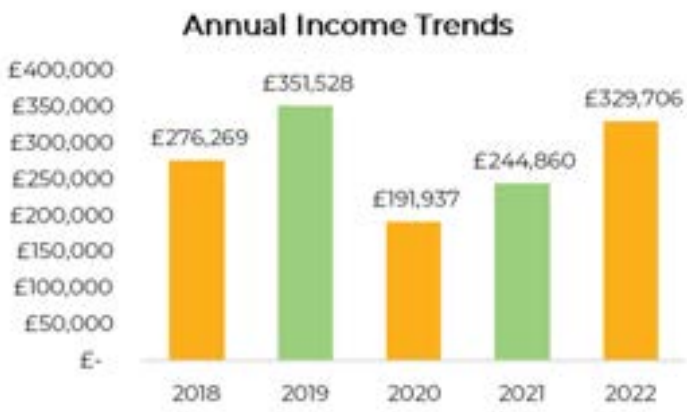
Wildcats received a total income of £329,706 an increase of 34% on 2021 and 10% above the set target.

Increasing the WildCats income was an important aim for 2022. Equally important was to increase public awareness of conservation issues surrounding wild tiger by increasing our reach, providing new ways for people to learn about conservation and by sharing the voice of scientists and practitioners with members of the public. Zoos made up 81% of donations with members of the public, and small corporates and trusts making up the remainder.

**Zoos**  
£267,353

**Public and trusts**  
£49,321

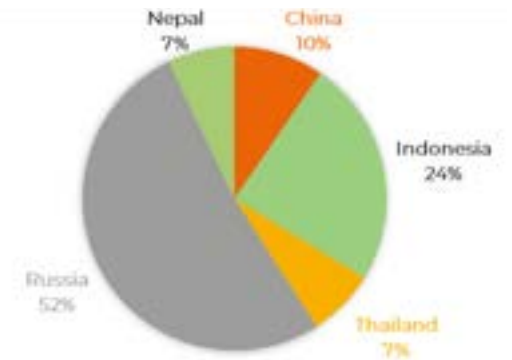
**Corporate**  
£13,031



# PROJECT FUNDING

PROJECTS FUNDED	AMOUNT	IMPLEMENTING AGENCY
Khao Laem Tiger Conservation Project Phase 4	£14,995	Freeland Thailand
Kerinci Seblat Tiger Protection and Conservation	£25,000	FFI Indonesia
Securing the sumatra tiger in anticipation of the impact of the covid 19 pandemic	£14,983	Lingkar Inisiatif Indonesia
Building a Long Term Collaboration for tigers with the Government, Preachers and Ex-Hunters	£10,518	Lingkar Inisiatif Indonesia
Securing a Future Amur Leopards & Tigers in Russia	£48,454	Phoenix Fund Russia
Monitoring populations of Amur leopards and tigers	£20,000	WCS China
Conservation of Amur leopards and tiger in The Russian Far East	£60,000	
Promoting human - tiger coexistence to secure the future of Bengal tigers	£14,971	ZSL Nepal
<b>Total</b>	<b>£208,921</b>	
Outstanding amount to Phoenix Fund	£7,880.00	

Donor designated project funding, by country\*



\*This chart demonstrates donor's interests and does not reflect WildCats determination of the relative needs in each region.

# DWF OPERATIONAL GRANT

WildCats are the grateful recipients of an annual grant from Dreamworld Wildlife Foundation (DWF) which pays for salaries and basic overheads. DWF has been funding WildCats since 2006 and has been partners with ZSL since 2012. Due to this DFW grant, WildCats can donate 100% of all the other donations received to the chosen projects.



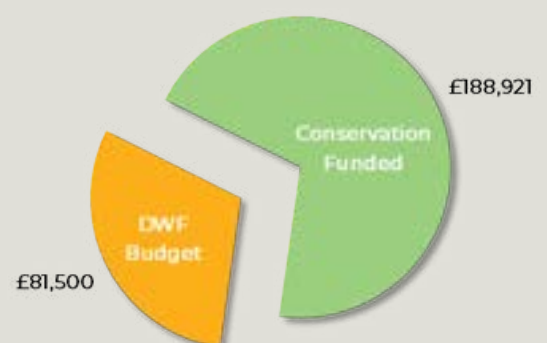
## Grant Income

Operational Grant Income 2022	£68,685
DWF Total Budget including 2021 carry over	£100,000

## Grant Expenditure

2 part time salaries and costs	£66,892
Marketing & merchandise	£5,983
Minor expenses and bank charges	£1,475
Conferences	£2,927
Overhead to ZSL	£3,000
<b>Total GBP</b>	<b>£80,277</b>
Underspend carried forward to 2023	£20,546

DWF budget vs 2022 field programmes spend



# OPERATIONS

## THE TEAM

WildCats is run by a small team based at ZSL's London offices that manages the day-to-day operations from within the Conservation and Policy department.

Operational costs are covered by an annual grant from DWF. Details on how this is spent can be found on page 22. ZSL, as the second partner, provided the legal framework and institutional support services, including finance, facilities, human resources, and technical input. As a result, WildCats is able to run on a very small operating budget whilst at the same time making a substantial impact. The WildCats Steering Committee consists of members of the DWF board, the WildCats team and ZSL's Director of Conservation. They meet twice a year to discuss strategy and impact.



### Monica Wrobel

Head of Strategic Development at ZSL. Monica has over 25 years' of experience in endangered species recovery projects and natural resource management. Her management experience and roles in species projects have ranged across Africa, Asia, and North America.



### Esther Conway

Reports to Monica and is responsible for the project and donor liaison, managing the project selection process, and oversees the finance and general administration.



### Amy van Gelder

Responsible for engaging all stakeholders through social media content, the newsletter, and the WildCats website. Amy is skilled at all forms of digital communication and introduced new initiatives for Year of the Tiger, such as the WildCats podcast.

# THANK YOU

## Special mentions for 2022 are:

**Dreamworld Wildlife Foundation** and its team for funding the WildCats operations, allowing it to continue to spend 100% of money received on wild tiger and Amur leopard projects.

**Monica Wrobel** for her passion for conservation, strong leadership and keen sense of impact reporting.

**Suzie Black** from Alliance Creative for our Year of the Tiger imagery.

**Monique Counihan** for being a true tiger champion.

**James Gibson Charitable Trust** for inspiring us to apply for The Big Give.

## The following zoos donated funds in 2022

Auckland Zoo, Bellewaerde Park, Besancon Zoo, CERZA Zoo, Chessington Zoo, Drayton Manor Zoo, Dreamworld, Dublin Zoo, Dudley Zoo, Ecozon, Emerald Park, Erie Zoological Society, Ft Wayne Children's Zoo, Greenville Zoo, Hamerton Zoological Park, Jungle Cat World Wildlife Park, Korkeasaari Zoo, Manor Wildlife Park, National Zoo & Aquarium, Naturzoo Rheine, Omuta City Zoo, Orana Wildlife Park, Paradise Wildlife Park & Big Cat Sanctuary, Parc Zoologique et Botanique de Mulhouse, Phoenix Zoo, Rosamond Gifford Zoo, Sedgwick County Zoo, Seoul Grand Park, Shepreth Wildlife Conservation Charity, Taipei Zoo, Tallinn Zoo & Lutreola, Thrigby Hall Wildlife Gardens, Walter Zoo, Wellington Zoo Trust, Welsh Mountain Zoo, West Midlands Safari Park, Wilhelma Zoo, Woburn Safari Park, Zoo de Granby, Zoo de la Barben, Zoo des Sables D'Olonne, Zoo du Bassin D'Arcachon, Zoological Society of London, Zoo Osnabruck, Zoo Parco Punto Verde, Zoom Torino, Zoo Wroclaw.

## The following Associations of Zookeepers or chapters donated in 2022

AAZK CMCZ, AAZK Memphis, AAZK Midnight Sun, AAZK Milwaukee Zoo, Associazione Italiana Guardiani di Zoo.

## The following Zoo Associations collaborated with us in 2022

AZA (Association of Zoos and Aquariums), BIAZA (British and Irish Zoo Association), EAZA (European Association of Zoos and Aquaria), ZAA (Zoo and Aquarium Association Australasia) and WAZA (World Association of Zoos and Aquariums).

## Individual donors over £100

Allison Ambrose, Joydip Basu, Otto Brunner, Carol Burgess, Tim Butler, Natalie Coburn, Linda J De Zilva, Lilian Fiolet, Robert Fish, Claire Geldard, Alberto Gonzalez Sanchez, Andrew Herman, Sharon Hewitt, Natasha Hopson, Tanya Ibberson, Karsten Konopath, Andy Ling, Bruno Muller, Kourtney Nelson-Cocks, Xavier Nieto Paredes, Erin Owen, Rachel A Parkin, Bridget Pavitt, David A Phillips, Andrew Philipson, David Prynne, Colin Reid, C E Robinson, Laura Ryan, Andrew Saunders, S Steffi Eric Karp, Chris Stone, Michael Vickers, Øystein Wallin, Hannah Webb, Mick Wood.

## Photographers

Natasha Balletta, Tony Bates, Talvinder Chohan, Chris Godfrey, Harald Loeffler, Ian Moore, Barbara Meyer, Romana Misha, Tendai Pottinger, Andy Rouse, Mike Vickers, David Whelan to name a few and all the others who generously provided their beautiful photographs for the WildCats website and to share through social media to encourage fundraising.

## Corporates

Grundke Services, H. A. Bennett, Photography for Big Cats, Selatan Crafted Giftware and Dagsmark Petfood Oy for financial support.

## Pro-bono support

Stephen Humphris and Chris Budden and their developers for the continued maintenance of the bespoke online database built pro-bono for 21st Century Tiger record keeping in 2007, which is still used on a daily basis.





# ZOO DONORS 2022

WildCats Conservation Alliance is a unique funding initiative of Dreamworld Wildlife Foundation (Charity ABN #61150274463) and the Zoological Society of London (charity #208728).

 @ConserveWildCat 
  @conservewildcats 
  @WildCats Conservation Alliance