



# MESSAGE FROM HEIDI JO MARKEL



It takes a village to raise an elephant...and protect a tiger. At SPN we bring that village together!

The poaching crisis in parts of Asia and Africa has reached critical levels, driven by soaring demand for illegal wildlife products. This illicit global trade has depleted forests and jungles of keystone species such as tigers, elephants, and rhinos, further threatening them with extinction.

SPN's call to action has become even more imperative now, as drastic times call for drastic measures. What started as a local cycling event in 2015, GLOBAL E-RACE EXTINCTION has grown exponentially, launching worldwide in 2020 during the pandemic. This movement was born out of SPN's steadfast commitment to seeking innovative ways to raise funds during the shutdowns. Since inception, GLOBAL E-RACE EXTINCTION has raised over USD \$400,000.

Thanks to the generosity and unwavering support of dedicated volunteers, staff, partners, donors, and sponsors, SPN has been able to continually make a meaningful impact on the lives of those it serves. SPN remains resolute in its mission of conservation education and wildlife protection. We supported eight beneficiaries based in Africa and Asia: Ulinzi Africa Foundation, The Soft Foot Alliance Trust, Project Rhino, WildlifeNow, Bloodlions, Aaranyak, Third Pole Conservancy, and Game Rangers International.

For 2022, SPN's featured species was the tiger, whose population has dwindled to fewer than 4,000 in the wild. Our partners at Aaranyak, who directly coordinate conservation efforts with tigers in the region, used part of the funds allocated to set up a nursery for restoring tiger habitats affected by human activities. Newcomer, Third Pole Conservancy did the same for the clouded snow leopard. As we look to the future, painstaking efforts to combat the unabated demand for illegal wildlife products must continue to forge ahead, as poaching still poses an imminent threat to many species on the brink of extinction.

With your continued partnership, support, and dedication, we remain optimistic that together we can make an even greater impact as we continue raising funds to protect and increase populations of endangered species. We will promote sustainability among the communities that will benefit from tourism opportunities centered around seeing these beloved and rare animals in the wild. Only through working together can we bring about positive change and E-RACE extinction!

With gratitude and hope,

HJM Founder & President





# **VISION & MISSION**

## **MISSION**

STOP POACHING NOW! (SPN) is committed to combat wildlife poaching in Africa & Asia by funding boots-on-the-ground protectors, community-based sustainability projects and conservation education programs aimed at reducing the demand for wildlife products.

## **VISION**

Robust, effective, and accountable 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 \$1,070,947.70 in support of these objectives and provided essential funding to a wide network of boots-on-the-ground grassroots organizations and partners who drive and sustain conservation efforts.



# **OUR PARTNERS**







Aaranyak is dedicated to fostering biodiversity conservation in Northeast India through a multifaceted approach encompassing research, environmental education, capacity building, and advocacy for legal and policy reform to ensure ecological security. With a rich history spanning 34 years in conservation, Aaranyak has focused its research efforts on a wide range of species including elephants, rhinos, primates, herpetofauna, the Gangetic Dolphin, and tigers. Actively engaged in applied research and conservation, Aaranyak is committed to protecting tigers, their prey species, and the habitats they depend on.





Since 2008, Game Rangers International (GRI), Zambia, works in close partnership with the Department of National Parks and Wildlife (DNPW) and Wildlife Veterinary Unit. GRI embraces a holistic approach to conservation with three core thematic areas. Resource Protection, Community Outreach, and Wildlife Rescue. GRI's efforts began with the establishment of the GRI Elephant Orphanage Project in Lusaka. Over the years the project has grown to support a number of additional species. A few years later. GRI built the release facility in Kafu National Park to rehabilitate the orphans into the wild.

# **BLOOD LIONS**°



Blood Lions is an organization based out of South Africa, their ongoing political campaign is to put a stop to the commercial captive predator breeding industry. There is growing scientific evidence to suggest that the captive lion breeding industry in South Africa poses a real and serious health risk, to thousands of tourists, industry workers and local communities from Zoonotic diseases. Blood Lion's 2022 campaign #CancelCaptivity's goal was to bring an end to the commercial captive breeding and keeping of lions and other predators in South Africa.

# **OUR PARTNERS**





Zimbabwe

The Soft Foot Alliance (TSFA) located in Mabale Hwange, Zimbabwe was created to address human-wildlife conflict in a way that works for both people and animals. TSFA is testing new techniques empathetic of people's needs, wildlife needs, and environmental needs. Through honoring traditional wisdom, new knowledge, active participation, training, determination, and compassion, TSFA is working towards restoring and regenerating their ecosystem. The aim is to create sustainable conditions for both people and animals to co-exist on the same landscape, developing a respectful balance once had with the natural world.





Project Rhino is driven by the vision of the rhino species thriving in KwaZulu-Natal and beyond, forever free from the threat of poaching. Today, their mission is to safeguard the world's last remaining African rhino species, ensuring they continue to fulfill their crucial role in our continent's irreplaceable ecosystems and sustain our fundamental reliance on the natural environment. Project Rhino's initiatives encompass urgent anti-poaching and wildlife crime interventions, as well as a long-term focus on empowering communities to take ownership of, manage, and protect the Conservation Economy.





Ulinzi Africa Foundation was founded in 2014 by Raabia Hawa, a well known Kenyan media personality turned conservationist. Raabia's passion for wildlife shone through during what she termed, the 'dark years'. Between 2011- 2015, ivory poaching was rampant in the East African region. Working primarily in Kenya's Tana Delta ecosystem, Ulinzi's projects focus on anti-poaching, safeguarding critical habitats, engaging with local communities to sensitize them on the importance of wildlife and environmental preservation; and ensuring rangers all across Kenya are better equipped and trained in critical life-saving first aid and field communication and tracking skills.

## **OUR PARTNERS**





WildlifeNOW is involved in hands-on conservation efforts in Africa, with a focus on re-establishing ecosystems, protecting endangered African wildlife, and fostering partnerships with local communities to educate them about conservation. Their approach emphasizes practical, on-the-ground experience gained over 5 decades, positioning their team as experts in the field of African wildlife conservation. By working to restore damaged ecosystems and engaging with local villages, WildlifeNOW aims to change local attitudes towards conservation and preservation, ultimately contributing to the long-term sustainability and protection of African wildlife.





Third Pole Conservancy (TPC) is dedicated to wildlife conservation through scientific research and community outreach programs. Their focus on involving local communities and developing citizen scientists through training and skill development is commendable. Engaging with local schools and educating young students about wildlife conservation through informal classes and extracurricular activities is an effective approach to raising awareness and fostering a positive impact on both people and wildlife in those communities. In addition to wildlife research and conservation, *TPC* addresses various other important themes such as human-wildlife conflict mitigation, livelihood improvement, climate change, biodiversity conservation, and nature-based tourism. This multidimensional approach allows *TPC* to tackle conservation challenges holistically and promote sustainable practices in the region.

# STRATEGIC VISION

## **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 Ulinzi Africa Foundation that train, equip, and deploy highly skilled rangers so that they can effectively combat poaching and protect wildlife.

#### THE GOAL:

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

Equip and deploy additional female rangers

Provide additional Ranger Dogs to frontline anti-poaching units

## **EDUCATION**

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

#### THE GOAL:

Continue to expand our domestic programs across the United States Expand the reach of the Africa programs into more countries Grow the Asia program and make inroads into Vietnam and China.

## CONSERVATION

Conservation is a team effort and requires a dedicated network of experts and frontline organizations. SPN drives its conservation mission by supporting community-based conservation organizations such as South Luangwa, Conservation Lower Zambezi, Project Rhino, Aaranyak, Third Pole Conservancy, Game Rangers International, and Soft Food Alliance

#### THE GOAL:

Continue to support the rescue and rehabilitation of orphans
Provide additional support to on-the-ground conservation organizations
Expand our network of frontline conservation partners

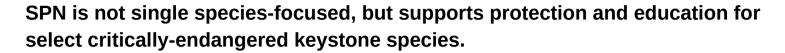
## COMMUNITIES

Successful conservation requires active and ongoing 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 GOAL:

Expand our support for human-wildlife conflict mitigation initiatives
Implement female empowerment and girl-focused education programs in Africa
Provide funds to create community-based development projects

## **CHALLENGES**



The wildlife and habitats of keystone species represent critical ecosystems under threat from illegal poaching, logging, commercial/canned hunting, agro-industrial plantations, and mining/infrastructure development. These animals are being poached at alarming rates.

The pandemic had a profoundly negative impact, leading to decreasing populations of keystone species. Many conservation projects, including anti-poaching operations and wildlife monitoring, had to be scaled back due to travel restrictions and limited resources. The decline in ecotourism affected an important revenue stream for many protected areas, making it challenging to maintain antipoaching efforts and provide adequate protection for vulnerable species. The pandemic drew attention to the risks associated with the wildlife trade, particularly in relation to zoonotic diseases. Authorities had to address shifts in poaching patterns, posing a significant threat to global biodiversity. Poaching depletes populations of endangered species, disrupts ecosystems, and can push species to the brink of extinction.

## **SPOTLIGHT SPECIES | TIGERS**



Wild Tigers (Global)

Early 1900s - 100,000

1940s - 40,000

2010 - 3,500

2022 - 4,500

Critically Endangered

South China Tiger Sumatran Tiger

**Endangered** 

Indo-Chinese Tiger Amur Tiger Malayan Tiger

**Bengal Tiger** 

50% 100%

Wild Tigers **Privately Owned** Tigers (USA)

#### **Threats**

- · Tigers now occupy just 7% of their former range due to habitat loss, fragmentation.
- Prey densities required for tigers to survive are being reduced dramatically by intensive and illegal hunting.

# **CHALLENGES**



## Other critically-endangered keystone species



PAINTED DOGS

6,600



**PANGOLINS** 

50,000



RHINOS

27,999



GORILLAS

366,000



**ELEPHANTS** 

497,000

Effective conservation strategies to combat poaching involve a combination of law enforcement, community engagement, and international collaboration.

# **INITIATIVES THAT SPN SUPPORTS**



**EDUCATION** 



RANGER TRAINING



MEDICAL SUPPORT



FEMALE EMPOWERMENT



ECOSYSTEM REGENERATION



COMMUNITY ENGAGEMENT



**ANTI-POACHING** 



SUSTAINABLE LIVING



SNARE REMOVAL TRACKING



**K9 UNITS** 



**SURVEILLANCE** 



ANIMAL PRESERVATION

# **EDUCATION**

Education is the most effective way to raise awareness about biodiversity loss through classroom visits and assembly presentations. This approach has proven to reduce poaching activity through community-based programs. Educating communities about the link between their actions and biodiversity develops a better understanding of the situation and empowers people to take ownership of this epidemic. Our Global Conservation Education Program (GCEP) was inspired by a local Assembly Program, which started within our own community. It brings world-renowned conservationists, such as Damian Mander and the late Tony Fitzjon, into local schools in the USA.

## **GCEP SCALE**

**EDUCATION** REACH STUDENTS



2022 - 2023 CALENDER

# **EVENTS & FUNDRAISERS**

01.30.22 | Heidi Jo's Birthday - All I Want for My Birthday is an Elephant 05.25.22 | Elephant Preservation Tour

### E-Race

07.08.22 | Dogpound - Ultimate Cardio Class | Beneficiary Panel

08.14.22 | WalkRideRun Beverly Hills & Global | Amici Beverly Hills Fundraiser Cocktail, Music and Art Auction

10.24.22 | Mamo NYC Fundraiser Dinner and Art Auction

10.26.22 | Bice Palm Beach Fundraiser Dinner and Art Auction

02.03.23 | Heidi Jo's Birthday - All I Want for My Birthday is an Elephant

12.04.23 | Art 4 Education

## **VENUE SPONSORS**





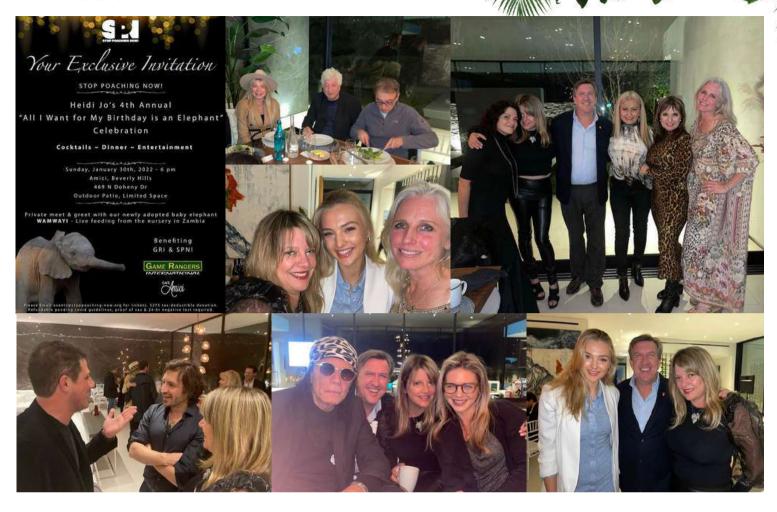








### **HEIDI JO'S BIRTHDAY 2022**



### **ELEPHANT PRESERVATION TOUR**

SPN celebrated a significant achievement by organizing a post-pandemic tour to Africa for a dedicated group of activist supporters. The tour aimed to educate participants about the crucial conservation work being done with beneficiaries in Zambia and Zimbabwe.

The journey began in Lusaka, Zambia, where the group visited the GRI nursery. They had the opportunity to witness the remarkable daily routines of elephants and received a heartwarming visit from Twitti Private School. The students impressed everyone with their inspiring poetry and songs, demonstrating a deep understanding of the elephants' plight for survival and our interconnectedness with nature.



The tour also included the unveiling of GRI's new educational facility, a stunning testament to their commitment to teaching sustainability. This facility will provide education to hundreds of thousands of children and adults, offering a refuge for those in poverty and spreading awareness about the importance of flora and fauna conservation. Such initiatives are greatly needed worldwide.

Next, the journey took the group to Khufu National Park via a flight to witness the remarkable achievements in bioscience and sustainability. The rangers showcased advanced techniques in reintroducing elephants to the wild and overcoming the challenges associated with that. The efforts and success of the rangers were truly mind-blowing.

Crossing into Zimbabwe, the group embarked on a safari adventure. They had the privilege of being entertained by a guide. The guide shared valuable insights and knowledge, enriching the participants' understanding of wildlife conservation.

The final stop on the tour was the Painted Dog Conservation, where the group learned about the plight of the magnificent and rapidly diminishing wild dogs. This experience solidified the decision to spotlight the wild dogs as the 2023 focal species. The tour aimed to bring international attention to the urgent need to halt the snare poaching that threatens these beautiful animals and to combat the bushmeat trade.





Throughout the journey, supporters generously donated funds and expressed their appreciation for what they deemed as one of the best trips of a lifetime. The tour accomplished its goal of educating, inspiring, and mobilizing action, ensuring a brighter future for elephants, wild dogs, and the diverse wildlife of Africa.

SPN and its supporters continue their unwavering commitment to conservation, determined to make a lasting impact on the preservation of our natural world.

### **GLOBAL E-RACE EXTINCTION**



Global E-Race Extinction launched in 2020 and is one of SPN's annual fundraising events which supports our beneficiaries to combat poaching as well as GCEP education programs.

To successfully address our ambitions, we endeavor to unite NGOs in an innovative effort to establish collaborative conservation through our groundbreaking GLOBAL E-RACE EXTINCTION campaign! SPN and its partners invite the world to participate in an international event raising money and awareness. Everyone can WALK, RIDE, or RUN in a symbolic display of taking a step towards a mutual goal of preserving wildlife and the planet.























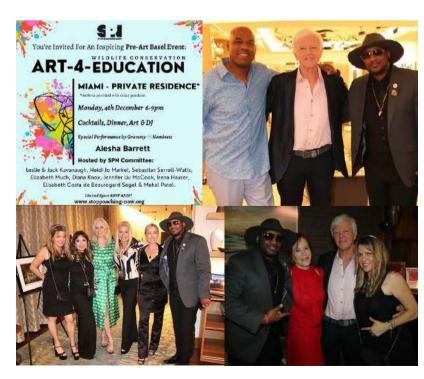


### **HEIDI JO'S BIRTHDAY 2023**



### **ART 4 EDUCATION**

SPN celebrated a significant achievement by organizing the Art 4 Education event in Miami, Florida, which was a tremendous success! Special thanks go out to the talented artists who generously contributed their artwork, the SPN committee for their diligent efforts, and White Tiger Vodka for their invaluable support. The event captivated attendees with breathtaking art, fostering a vibrant atmosphere of creativity and community spirit. It truly showcased the power of art in advancing education and cultural enrichment.

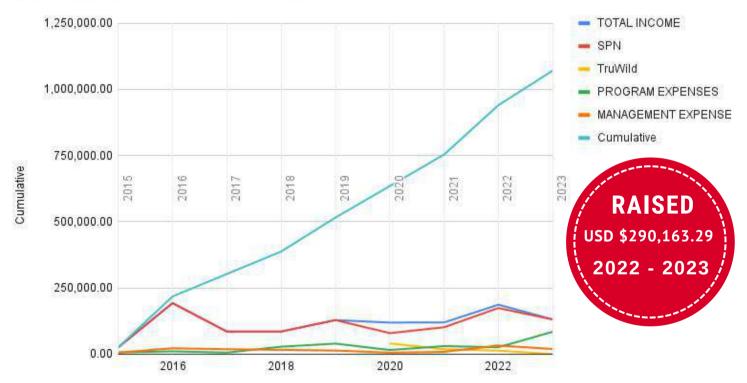


# **FINANCE**

SPN exceeded its fundraising and donation targets in 2022 thanks to the support of dedicated partner alliances, donors, and stakeholders. Reaching financial targets was made possible through strategic investments in campaigns, marketing, and fundraising events held throughout the year. The resulting growth has significantly contributed to SPN's mission while strengthening the organization's position.

Looking ahead, SPN's focus will be on growth, efficiency, and impact. SPN is committed to ensuring the effective and efficient deployment of resources, maintaining financial health, and pursuing innovative approaches to drive greater success. We are proud to announce that SPN has reached a milestone - raising over \$1,000,0000!

## Cumulative vs. REVENUE SUMMARY



Stop Poaching Now REVENUE SUMMARY

Thank you all for your continued support and commitment.





By simple definition, translocation is the process of capturing, loading, transporting, and releasing these animals into a new habitat – one that is SAFE from poachers and has abundant land resources.

SPN's partnership with truWILD, supports translocation conservation efforts with the Lobiza Wildlife Reserve to prevent rhino and elephant extinction in Africa grows stronger. In 2022, SPN raised USD \$23,021. The Loziba Wilderness Reserve -- located north of Durban, in the heart of KwaZulu-Natal, South Africa, will oversee the establishment of a 2500 hectare (61,776 acres) wilderness reserve. Loziba Wilderness Reserve will become a safe haven for wildlife and an abundant ecosystem in which the animals can thrive.



Nature is the mother of us all, and within all of us is the spirit of an eco warrior. The war on poaching is a war on greed, but what stands to be lost is priceless.

# **GET INVOLVED**

#### **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.

#### 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.

### **DONATE OR SPONSOR**

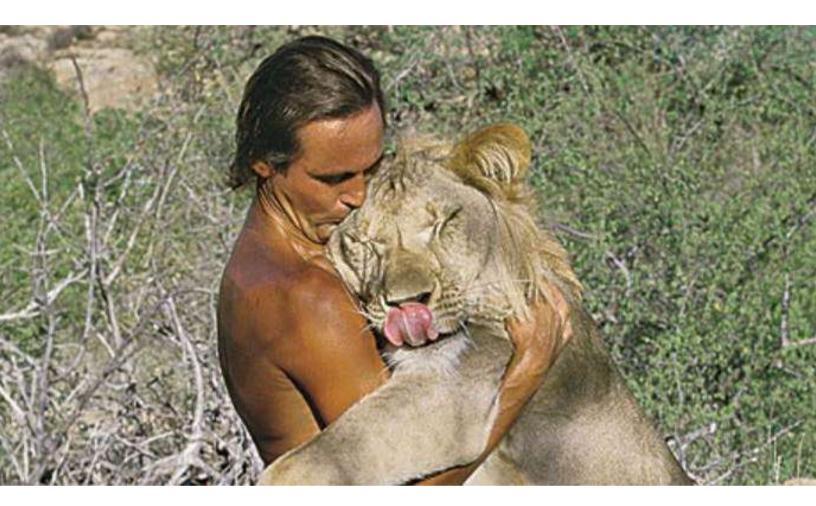
SPN relies heavily on donations to carry out its mission and fund our conservation and education programs. Contact us to see how you can become a valued supporting member of our community and add your voice to this wonderful cause.

Donation Types: Corporate Sponsorships, Matching Gifts, Corporate Grants & In-Kind Donations

#### **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.





Tony Fitzjohn was one of the great wildlife conservationists of his generation. Born in England, he spent eighteen years with the legendary George Adamson in Kenya's Kora National Park, where he honed his bush craft skills and worked with a variety of wildlife, particularly lions and leopards. Tony was the first beneficiary of SPN, a pivotal support that helped launch the foundation and its mission.

Tony's crowning achievement was the rehabilitation of Tanzania's Mkomazi Game Reserve, beginning in 1989 at the Tanzanian Government's invitation. Over the next thirty years, he built a network of supporters and experts, creating an international model for land and wildlife conservation. His initiatives included programs for endangered species like the African Wild Dog and one of Africa's most successful rhino sanctuaries. Tony also focused on community education, building schools and pioneering local educational programs.

Tony's loss is deeply felt by the environmental community and all who knew him. His spirit, humor, warmth, and dedication left a lasting impact. His family, including his wife Lucy and their son Alexander, continue his work, ensuring his legacy lives on. WildlifeNOW and SPN will persist in their efforts to support the restoration and protection of Kora National Park, honoring Tony's vision and commitment to conservation.

# SPN LEADERSHIP

### **EXECUTIVE BOARD**

Founder & President: Heidi Jo Markel

Executive Director:
Sebastian Serrell-Watts

Managing Director: Audri Torres

Independent Legal Counsel: Philip Nevinny

Independent Member: Stephen Foreht George Marinos Diane Bloch

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