HONEYGUIDE

LETTER FROM THE DIRECTOR

When Kirimbai and I started Honeyguide Foundation in 2007, we saw it as a labor of love that might find success if we were lucky. Now, Honeyguide has soared upward, recently increasing our total wildlife and habitat protection coverage to more than 5,000 square kilometers, (1.2 million acres). Over 2014, we also launched initiatives in human-wildlife conflict prevention; management and governance; enterprise development; and environmental education.

Internally, we have set up new teams, such as our Monitoring & Evaluation Unit, to improve our decision-making through innovative technology, data, analysis and adaptive management.

Furthermore, we have strengthened our partnerships. For example, Honeyguide and Tanzania People & Wildlife promise to cultivate a robust, long-term collaborative relationship that will improve programming for both organizations. Similarly, we are both part of the Northern Tanzania Rangelands Initiative: a consortium of seven organizations headed by The Nature Conservancy.

Ultimately, we know we cannot lose sight of what allowed us to grow in the first place: we work well with communities and partners, delivering results. Losing sight of that goal, means we forget why we started Honeyguide in the first place. This labor of love is shared among hundreds of us and one we hope to keep going for a long, long time.

Regards,
Damian Bell

WORDS FROM OUR CHAIRMAN

For over 40 years, I have worked among the magnificent animals of Tanzania. In 1973, I graduated from the College of African Wildlife Management, where I would, later, teach. I also served as a ranger, and an officer, in Tanzania's Wildlife Division, venturing into the most remote and untamed corners of the country.

My first experiences with wild animals came like they do for any Maasai male, when I was a boy and then a warrior, herding cattle near Arusha. Of course, we had to show bravery in front of predators, and we would take their lives if they killed our livestock. Many of the challenges for conservation then remain challenges today but they are now more complicated.

Yet we also now have new ways of facing such challenges. For the Maasai, community-based conservation is nothing new - communities have always managed natural resources. These days, however, we can even combine science and technology with the traditional knowledge and management systems that people, like us Maasai, have used for thousands of years.

I am proud to serve as the chairman of Honeyguide Foundation at such a critical time. I look at some of the diverse young people we have in our organization and it gives me hope. Together, we can work to conserve wildlife and strengthen communities for generations to come.

Sincerely,
Ole Kirimbai

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OUR **MISSION**

Strive in steadfast support of communities to manage their natural resources, to strengthen their livelihoods, and to conserve wildlife across vast landscapes through partnerships and long-term commitment.

CORE VALUES

Dedicated to communities conserving their natural resources and wildlife

RESPONSIBILITY
For everything we do, every dollar we spend, every initiative we take on

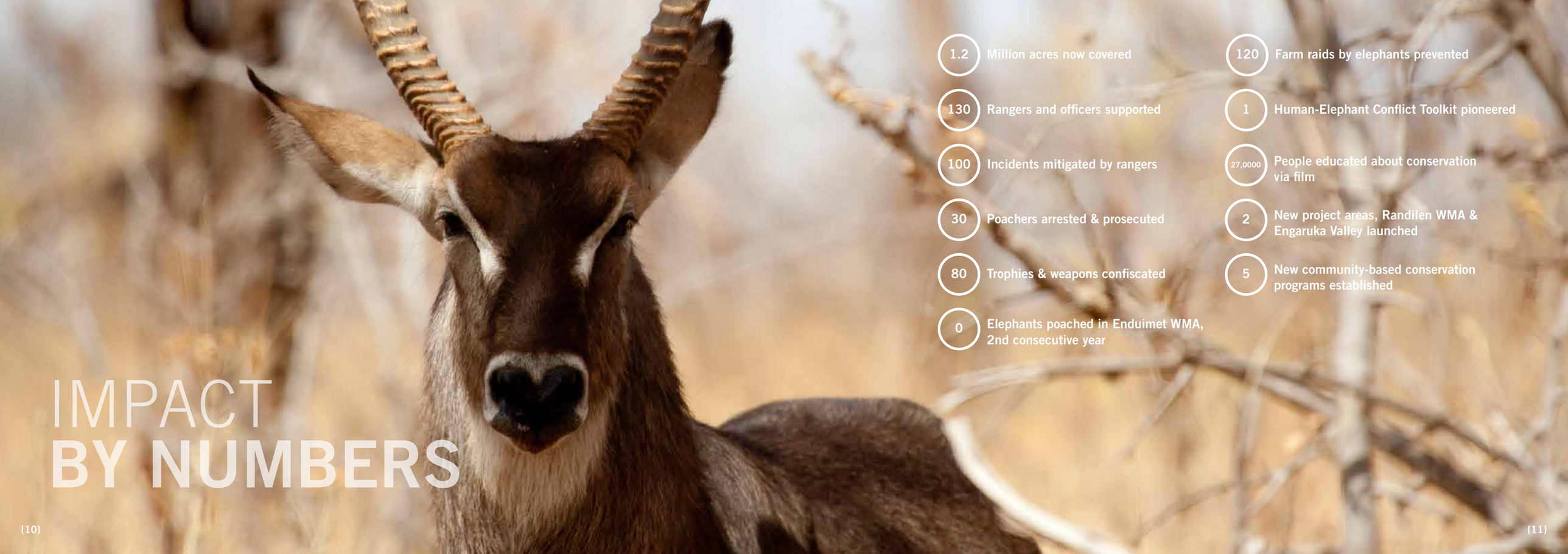
EMPOWERMENT
For those who seek to lead wisely and progressively by example

RESPECT
For communities, government, all stakeholders, and the environment around us

COLLABORATION
For transformative positive impact across vast trans-boundary landscapes

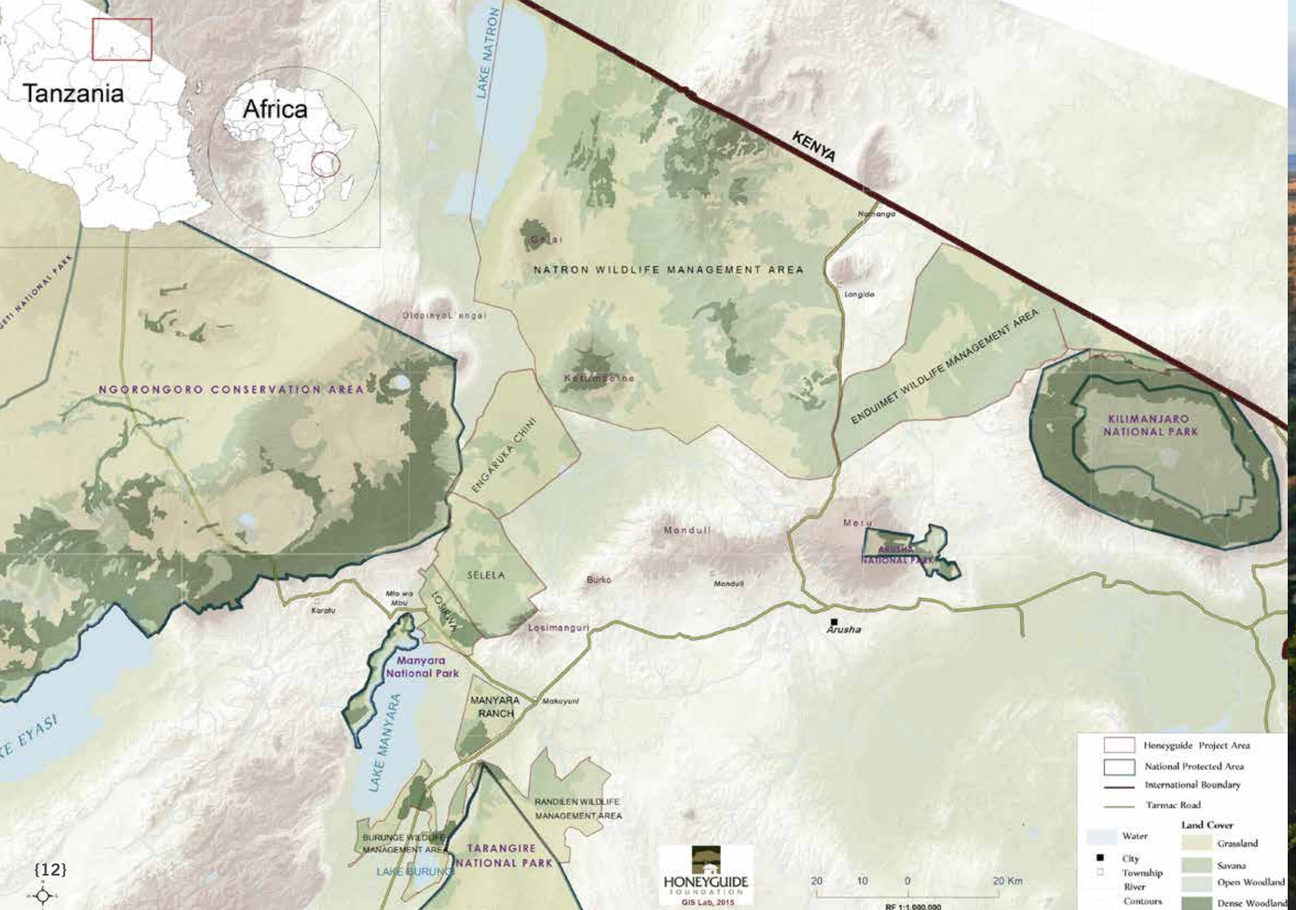
COMPASSION
For people and their livelihoods, for wildlife and their habitats

INNOVATION
For data-driven strategies, adaptive management, and sensible solutions



IMPACT
BY NUMBERS

- **1.2** Million acres now covered
- **130** Rangers and officers supported
- **100** Incidents mitigated by rangers
- **30** Poachers arrested & prosecuted
- **80** Trophies & weapons confiscated
- **0** Elephants poached in Enduimet WMA, 2nd consecutive year
- **120** Farm raids by elephants prevented
- **1** Human-Elephant Conflict Toolkit pioneered
- **27,0000** People educated about conservation via film
- **2** New project areas, Randilen WMA & Engaruka Valley launched
- **5** New community-based conservation programs established


Tanzania
Africa
KENYA
LAKE NATRON
NATRON WILDLIFE MANAGEMENT AREA
Gelai
Namanga
Longido
Oldoinyo Lengai
NGORONGORO CONSERVATION AREA
Ketumbeine
ENGARUKA CHINI
ENDUIMET WILDLIFE MANAGEMENT AREA
KILIMANJARO NATIONAL PARK
Monduli
Meru
ARUSHA NATIONAL PARK
SELELA
Burko
Monduli
Mto wa Mbu
Karatu
LOSIMINGIYA
Losimanguri
Arusha
Manyara National Park
MANYARA RANCH
Makuyuni
LAKE MANYARA
RANDILEN WILDLIFE MANAGEMENT AREA
BURUNGE WILDLIFE MANAGEMENT AREA
TARANGIRE NATIONAL PARK
LAKE BURUNGE
HONEYGUIDE FOUNDATION
GIS Lab, 2015
20 10 0 20 Km
RF 1:1,000,000
Honeyguide Project Area
National Protected Area
International Boundary
Tarmac Road
Land Cover
Water
City
Township
River
Contours
Grassland
Savana
Open Woodland
Dense Woodland

MAP OF WORK

1990's
Sokwe Camps established; Starts community-based initiatives

2000's
Sokwe trains ex-poachers to be guards in Serengeti; Begins to develop separate NGO

2007
Honeyguide established

2009
Elephant poaching becomes an epidemic

2010
Big Life Foundation established; Partners with Honeyguide

2011
Honeyguide enters Enduimet WMA Tracker Dog Unit & Mobile Unit established

2012
Honeyguide starts Responsible Tourism Tanzania

2013
New Projects: Manyara Ranch, Burunge WMA, Natron WMA

2014
New Projects: Randilen WMA & Engaruka Valley
Zero elephants killed in Enduimet WMA for two years

IMPACT
BY PROGRAM

HUMAN-WILDLIFE CONFLICT PREVENTION

WILDLIFE AND HABITAT PROTECTION

GOVERNANCE AND MANAGEMENT

ENTERPRISE DEVELOPMENT

ENVIRONMENTAL EDUCATION

HUMAN-WILDLIFE CONFLICT (HWC) PREVENTION

In 2014, Honeyguide piloted its Human-Elephant Conflict Prevention Toolkit in Burunge WMA and then scaled up our HWC prevention efforts across all our project sites. In the future, HWC prevention will become just as critical a focal area for Honeyguide as is anti-poaching and wildlife & habitat protection.

2014 HIGHLIGHTS

96%
of respondents surveyed in Burunge WMA report significant decrease in crop destruction

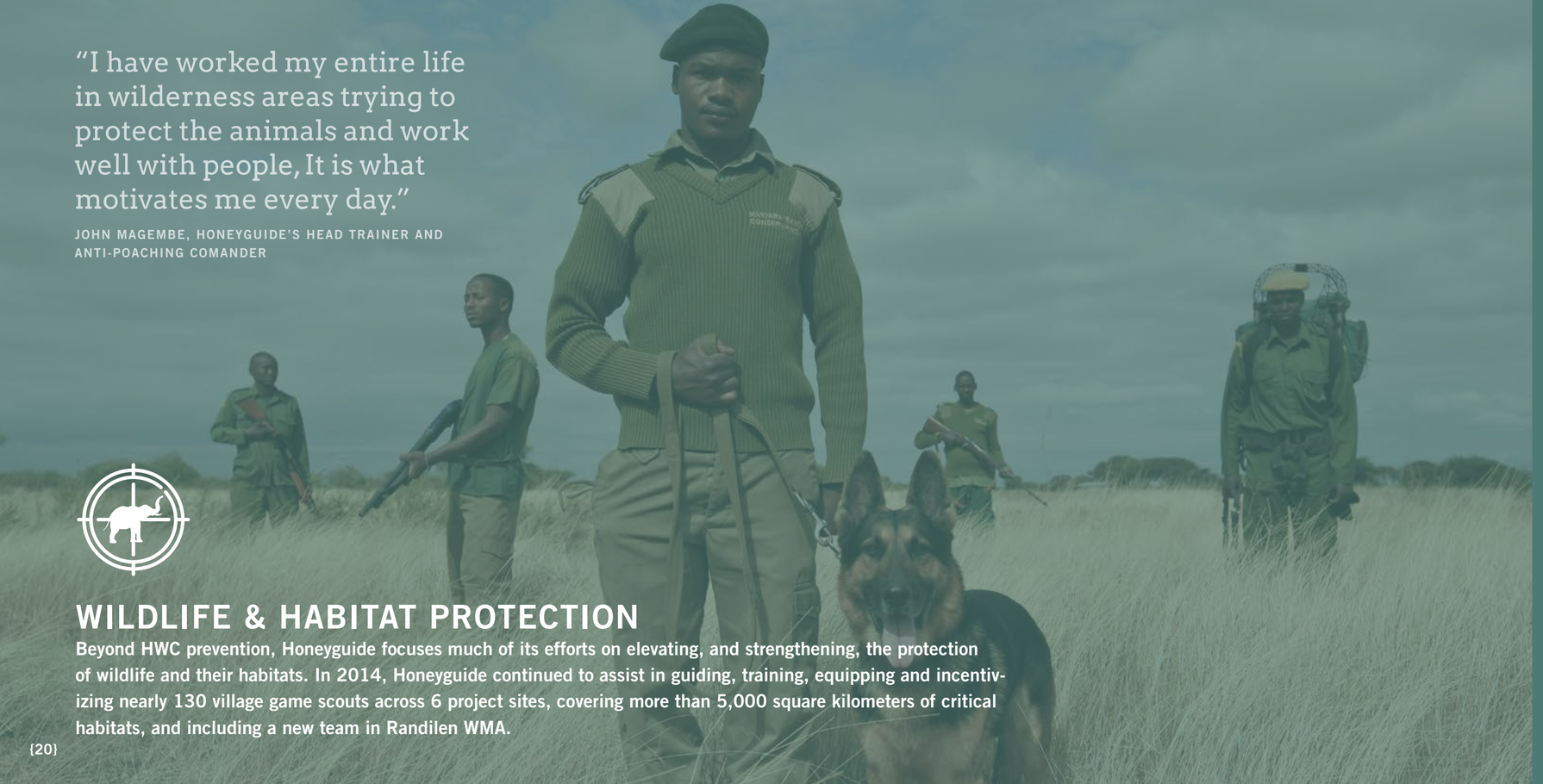
120
elephant crop raids prevented in Burunge WMA

20
community volunteers & 30 rangers trained in HEC prevention

5
community-based conservation areas now with farms protected in 2015

"We have saved more crops this year than any other. Farmers and communities become so much more supportive of conservation when you help protect their livelihoods."

LOIRUK A. MOLLEL, A HONEYGUIDE HWC FIELD OFFICER



"I have worked my entire life in wilderness areas trying to protect the animals and work well with people, It is what motivates me every day."

JOHN MAGEMBE, HONEYGUIDE'S HEAD TRAINER AND ANTI-POACHING COMANDER

WILDLIFE & HABITAT PROTECTION

Beyond HWC prevention, Honeyguide focuses much of its efforts on elevating, and strengthening, the protection of wildlife and their habitats. In 2014, Honeyguide continued to assist in guiding, training, equipping and incentivizing nearly 130 village game scouts across 6 project sites, covering more than 5,000 square kilometers of critical habitats, and including a new team in Randilen WMA.

2014 IMPACTS

1.2 Million
acres now covered

130
rangers and officers supported

100
incidents mitigated by rangers

30
poachers arrested & prosecuted

80
trophies & weapons confiscated

0
elephants poached in Enduimet WMA, 2nd consecutive year

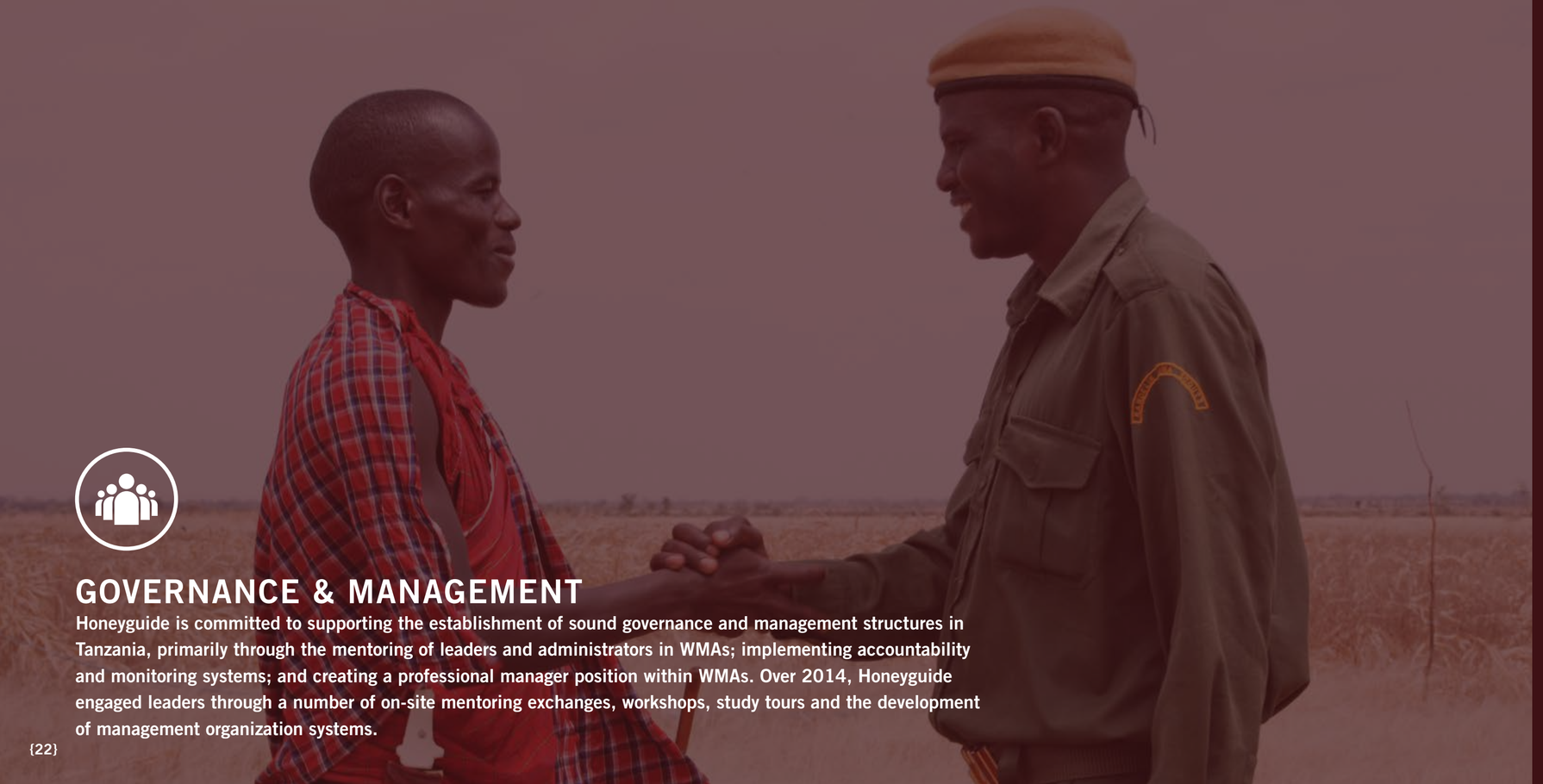
95%
reduction in elephant poaching at Manyara Ranch over 18 months

1
Kilimanjaro Foot Patrol Unit established in Enduimet WMA

15
new rangers trained deployed in Randilen WMA

1
new Tracker Dog Unit stationed outside of Serengeti National Park

7
wildlife corridors under increased protection



GOVERNANCE & MANAGEMENT

Honeyguide is committed to supporting the establishment of sound governance and management structures in Tanzania, primarily through the mentoring of leaders and administrators in WMAs; implementing accountability and monitoring systems; and creating a professional manager position within WMAs. Over 2014, Honeyguide engaged leaders through a number of on-site mentoring exchanges, workshops, study tours and the development of management organization systems.

2014 HIGHLIGHTS

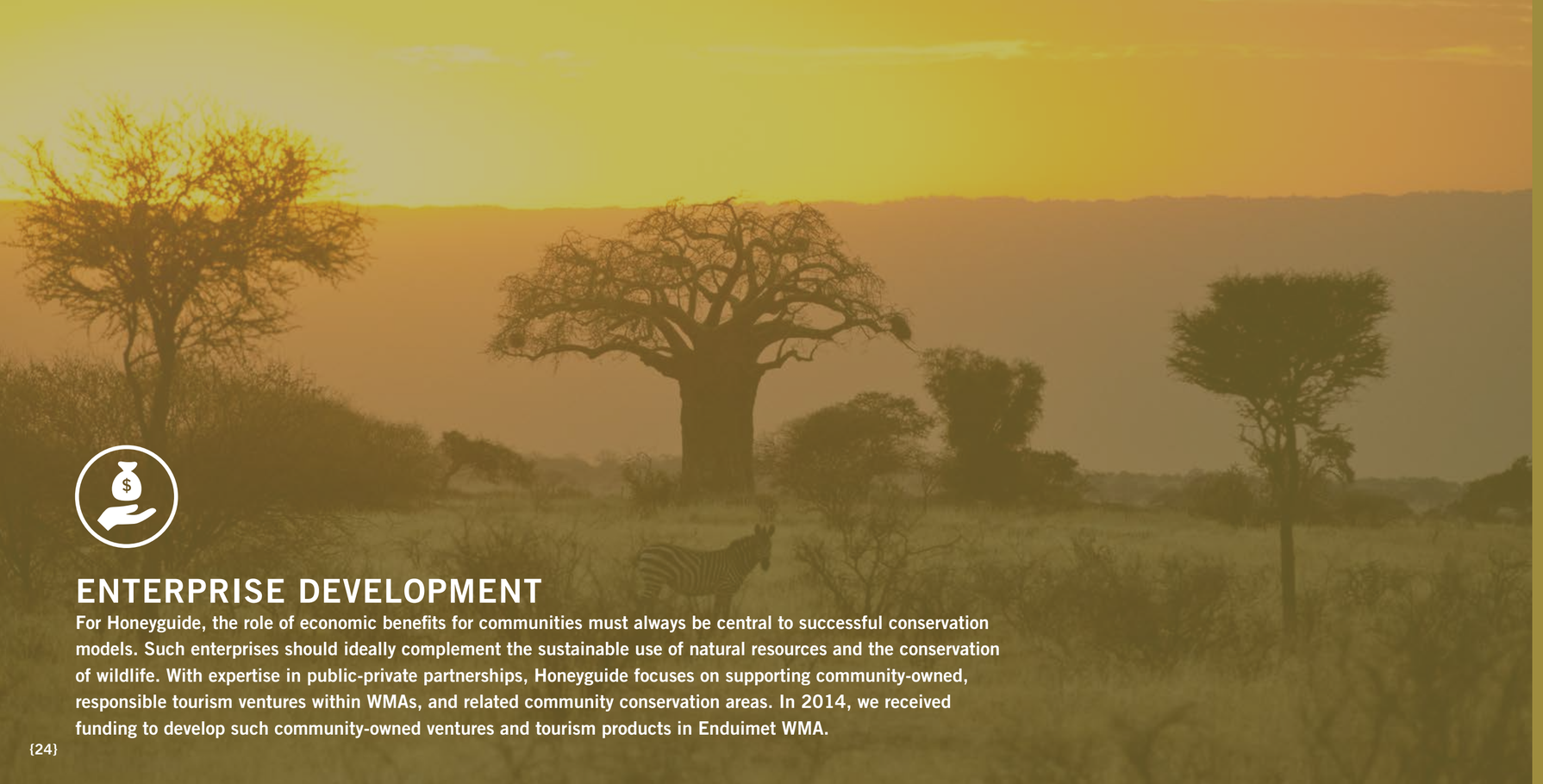
250
people from 5 WMAs educated about natural resource management

20
top WMA leaders trained in management & governance structures and strategies

1
revenue-tracking software app developed for improved WMA management

"We proudly deployed the new scouts and look forward to the partnership with Honeyguide Foundation and others. Randilen has great potential to work with our villages for greater benefits."

MELEMBUKI MEISHURIE, WMA SECRETARY



ENTERPRISE DEVELOPMENT

For Honeyguide, the role of economic benefits for communities must always be central to successful conservation models. Such enterprises should ideally complement the sustainable use of natural resources and the conservation of wildlife. With expertise in public-private partnerships, Honeyguide focuses on supporting community-owned, responsible tourism ventures within WMAs, and related community conservation areas. In 2014, we received funding to develop such community-owned ventures and tourism products in Enduimet WMA.

2014 HIGHLIGHTS

6
community-owned campsites now in development in Enduimet WMA

1ST
WMA website in all of Tanzania developed (www.enduimet.org)

750
community members interviewed for study on tourism & conservation

"We can benefit more from tourism and take the lead in conserving the lands around so we receive more benefits."

LOMOYANI KOMOLO SIMEL, HONEYGUIDE TOURISM OFFICER

"I'm so appreciative to be at an organization like Honeyguide, I am meeting so many interesting people and experiencing so much."

HAIKA HERRY, WHO VOLUNTEERED WITH OUR ORGANIZATION FOR 3 MONTHS BEFORE STARTING HER MASTER'S DEGREE RESEARCH

ENVIRONMENTAL EDUCATION

At Honeyguide, we have seen firsthand how young people can become educated about environmental issues and aspire to work in conservation-related fields. Every year, we offer dozens of opportunities for students and recent graduates to receive on-site training and paid internships, and for our own staff to pursue additional educational opportunities. For communities, we also operate our Mobile Cinema Unit, which, over 2014, completed its 18-month tour of screenings and educational events around the Enduimet WMA. The unit primarily screened a Honeyguide-produced documentary focused on conservation issues and on the mission, objectives and structures of the Enduimet WMA itself.

05

2014 HIGHLIGHTS

27,000
people educated about conservation and WMAs via a Honeyguide produced film

70
screenings held in 9 villages, 45 sub-villages and 11 primary and secondary schools

9,000
students (ages 6-20) engaged in post-screening discussions and activities

50%
of 1,500 community members surveyed listed HWC as their top concern

90%
of those surveyed noted that the film significantly increased their knowledge about the WMA

BIG LIFE TRACKER DOG UNIT **ROCKY & JERRY**

Rocky can sniff and track down a poacher practically from the hills of West Kilimanjaro to the back alleys of Dar-es-Salaam.
Enter Jerry, always on standby to leap into action in hot pursuit of the scent trail.

With funding from our largest donor and closest partner, Big Life Foundation, Honeyguide established the Big Life Tracker Dog Unit in October 2011 to provide operational assistance to the multiple anti-poaching teams we support. Since then, the dog duo has helped lead countless anti-poaching operations in northern Tanzania, leading to arrests nearly every month. The unit is now so popular that Tanzania National Parks (TANAPA), the Wildlife Division, the police and other agencies have requested the assistance of Rocky and Jerry.

The pair have led successful joint operations with both community and government ranger teams in nine national parks and community-based conservation areas across northern Tanzania, leading to major arrests of poachers and confiscation of ivory, bush meat, weapons and other illicit items.

More recently, the unit welcomed two new conservation canines, Chester and Rosdas, and launched a pilot project with TANAPA outside of Serengeti National Park. The unit's new headquarters in Manyara Ranch is allowing the team to easily access multiple-protected areas within the Tarangire-Manyara ecosystem, which has been under increasing poaching pressure.

Due to the successes of our four canines, Honeyguide will look to expand upon its tracker dog programs in the future to ensure greater wildlife protection in Tanzania.

THE SUPER SCHNOZ

Dog Names
ROCKY, JERRY, CHESTER & ROSDAS

Current Number of Dogs
4

Current Number of Handlers
6

Headquarters
MANYARA RANCH
WEST KILIMANJARO

Pilot Program
SERENGETI NATIONAL PARK

Unit's Primary Donor
BIG LIFE FOUNDATION

Other Key Donor
THE NATURE CONSERVANCY

Unit's Primary Partners
CANINE SPECIALIST SERVICES
ENDUIMET WMA
TANAPA
WILDLIFE DIVISION
AFRICAN WILDLIFE FOUNDATION

An average dog's sense of smell is estimated to be more than 10,000 times stronger than a human's and a trained tracker dog has a super shnozz that goes far beyond that level. As an analogy, if the same uncanny sensory powers were applied to sight, you could see about one-third of a mile ahead; the dog could see about 3,000 miles ahead, and with perfect vision. A tracker dog can follow a scent trail for up to seven hours or more and will pick up a suspect out of a line-up with ease. That's one super power that poachers better start fearing. Our super canines will always be ready to be on their trail until they are caught.

MONITORING & EVALUATION

A strategy that is not informed by data is no strategy at all. In 2014, Honeyguide set up its Monitoring & Evaluation (M&E) Unit to assist in improving upon everything we do. Ideally, data and in-depth analysis will drive all of our strategies and an overall adaptive management system for all six of our current project sites and all five of our program areas.

The M&E team has adopted new software and technology to better track all of our programs in resource protection, such as SMART conservation software, Open Data Kit (ODK), and UTRACK. Via a USAID project, we are even piloting a conservation data collection app called WILD.

Now our teams can quickly clean, analyze, and map field data, which can show us, for example, new poaching trends and gaps in wildlife protection, prompting team commanders to adapt their patrol routes and strategies. Deeper understandings of human-wildlife conflicts, through incident data collected by our HWC Officers, led us to focus on the areas hit hardest, for example, by extreme crop damage before the harvest season caused by risk-taking bull elephants.

Social surveys and focus group discussions among leaders give us an indication of communities' perceptions, their immediate needs and their long-term vision.

While our M&E team has up to five gifted Tanzanian university graduates working almost full-time on monitoring, these methodologies and this type of organizational thinking will be something adopted throughout Honeyguide from the most distant reaches of the field to the home office.

PARTNERSHIP **FOR PROGRESS**

At Honeyguide, we believe deeply in the power of partnerships. Big Life Foundation became Honeyguide's first long-term partner and donor in 2010, a partnership that has since blossomed into one of the most highly successful cross-border conservation collaborations in Africa.

With great enthusiasm, we have also teamed up with the Northern Tanzania Rangelands Initiative (NTRI), a coalition of seven core partners working on a diverse set of interrelated objectives to improve the management of natural resources and rangeland habitats, as well as the livelihoods and wellbeing of communities. NTRI's other partners include The Nature Conservancy, Tanzania People & Wildlife Fund, Ujamaa Community Resource Trust (UCRT), Dorobo Fund, Maliasili Initiatives, Carbon Tanzania, and the Wildlife Conservation Society.

Among these partners, The Nature Conservancy also started funding Honeyguide for the first time in 2014.

Furthermore, after years of informal collaboration, we joined forces with Tanzania People & Wildlife Fund (TPW) and plan to roll out joint programming together in almost all of each other's project areas.

Honeyguide has also continued evolving partnerships with the African Wildlife Foundation (AWF) and Asilia Africa. In fact, Honeyguide's beginnings came with the rise of Asilia Africa, a responsible and renowned tourism company, which merged with another small tourism camp outfit, Sokwe, founded by our executive director.

AWF also funds Honeyguide to provide wildlife protection at Manyara Ranch, a critical area within the Tarangire-Manyara ecosystem.

In July 2014, Honeyguide partnered with the Wild Nature Institute on the Synergy Project, as led by TRIAS Tanzania. The project focuses on wildlife conservation; natural resource management; small enterprises; and land security along the corridor connecting the Tarangire-Manyara ecosystem with Lake Natron.

Honeyguide continues its commitment to cross-border collaboration by starting a collaboration with the Southern Rift Association of Landowners (SORALO), which runs community-based conservation and resource-protection programs among the group ranches and conservancies just across the border from Natron WMA, and other lands in Tanzania. Furthermore, Honeyguide has joined the Borderland Conservation Initiative, an alliance of dozens of Tanzanian and Kenyan organizations working for the greater conservation of elephants and lions among the borderlands.

TEAM HONEYGUIDE

Honeyguide Foundation owes its success to the outstanding work and collaboration of its team members, a diverse and highly talented group of over 45 Tanzanian professionals and central Honeyguide staff. We have a culture at Honeyguide of being one, big extended family. Our team is responsible for all of the work involved with our mission, such as maintaining our fleet of vehicles; ensuring that communities are fully involved in guiding the direction of our programs; following each and every court case of suspected poachers; and double/triple checking budgets and expenses so that every dollar is spent wisely. Through all of our hard work, we find time to laugh, listen to stories, support one another and keep our faith in our work strong!

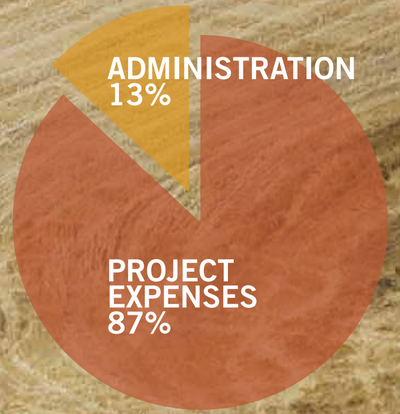
Honeyguide is truly humbled by the organizations, and the individuals, who have donated to our mission of strengthening communities and supporting conservation in northern Tanzania. This past year has been a breakthrough period for Honeyguide in terms of the diversity and the sheer number of new donors. For 2015, we will exceed far more than a total of $1 million in donations and revenue for the first time.

Honeyguide wishes to recognize the listed organizations and their generous contributions, without which, Honeyguide would not have been able to see such organizational success. Asante sana!

ASANTE SANA
TO OUR DONORS

BIG LIFE FOUNDATION • THE NATURE CONSERVANCY • AFRICAN WILDLIFE FOUNDATION • AFRICAN CONSERVATION CENTRE • BELGIAN TECHNICAL COOPERATION • TRIAS TANZANIA • TOUCHSTONE TRUST • IRWIN ANDREW PORTER FOUNDATION • CORNELL UNIVERSITY • THE RUUD FAMILY • NEW ZOOLOGICAL SOCIETY • ASILIA AFRICA • IDEA WILD • DROLLINGER FAMILY CHARITABLE TRUST • JOHN & ALEX ENGS

DONOR CONRTIBUTIONS	2014	2013
DONATIONS	$617,144	$523,334
PROGRAM EXPENSES		
PROJECT PLANNING & MANAGEMENT	$93,466	$96,636
PROJECT IMPLEMENTATION: EXECUTING & MONITORING	$298,143	$206,106
PROJECT IMPLEMENTATION: SUPPORT	$95,086	$118,689
PROJECT IMPLEMENTATION: PLANT & EQUIPMENT	$36,065	$10,759
ADMINISTRATION		
PROJECT ADMINISTRATION (CORE) EXPENSES	$78,549	$69,890
FINANCE (INCOME) / COSTS: EXCHANGE GAINS	- $9,215	- $5,651
RESERVES	$25,049	$26,905
TOTAL EXPENSES FOR YEAR	**$617,145**	**$523,334**



FINANCIAL REPORT

Honeyguide Foundation looks forward to continuing to cultivate both our current and new donor relationships so that we can strengthen our programs for decades to come.

FOR MORE INFORMATION OR TO DONATE TO HONEYGUIDE:
www.honeyguide.org, info@honeyguide.org

HOW YOU CAN HELP

Communities and wildlife will benefit from each other's existence and thrive for generations to come.

HONEYGUIDE

www.honeyguide.org

PHOTOS: FELIPE RODRIGUEZ, WWW.PHOTOCOLECT.COM