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The task Elephant Family has set for itself is to ensure a 18 month Strategic Review, authored by eminent conservationist, Dr. Robin Pellew OBE. The conclusions drawn by this report led to a shake up in Elephant Family’s approach to Asian elephant conservation with a new emphasis on public campaigns, mass awareness of the issues, and an exclusive focus on the conservation of the Asian elephant in the wild. In Dr. Pellew’s own words: “The task Elephant Family has set for itself is to ensure that the Asian elephant is not allowed to become extinct through public ignorance and governmental apathy. This will be a major challenge requiring enthusiasm, drive and determination by all concerned - trustees, trustees, staff, volunteers and partner organisations. It can be done. It must be done.”

Out of these conclusions, Elephant Family developed a Strategic Action Plan which meant a brave new beginning for the organisation. Immediate actions included a complete revitalisation of the Elephant Family board and staff team; Ruth Powys, our most senior staff member, was officially instated as Director, having led the call to change and seen it through to completion. Trustees in the wings include Lorin Gresser, senior staff member, was officially instated as Director, Treasurer; Ashwan Khanna, chairman and Patrick Mark, treasurer; Ashwan Khanna, chairman and Patrick Mark, chairman and Patrick Mark. I am also delighted to welcome three new Patrons: Tanaz Dizadj, and Priya and Cyrus Vandrevala.

We end the year just four months away from the launch of the largest fundraising, awareness, and lobbying conservation campaign London has ever seen. It is by far the most ambitious and exciting campaign that Elephant Family has ever designed. It is, quite simply, a genius concept with the potential to have a huge impact for wild Asian elephants.

The campaign is called Elephant Parade and for two months (May – June 2010) two hundred and fifty eight brightly-painted elephant sculptures will adorn the city’s streets and parks in what is set to be the largest outdoor art event on record in London. An estimated audience of 25 million people will come to know about the plight of the wild Asian elephant. Elephant Parade evolved from our previous fundraising activities, such as The Survival Tour in 2008, which saw herds of topiary elephants inhabit high profile parks and gardens across the UK and Ireland. Elephant Parade is part of a long-term global strategy to achieve our refined mission: build significant income streams from corporations; increase public awareness of the plight of the Asian elephant; and ensure the needs of the Asian elephant are included in biodiversity funding plans through lobbying the appropriate government bodies.

Elephant Parade is a social enterprise, created by Dutch businessmen, Marc and Mike Spits. Elephant Family is honoured and grateful to be their exclusive conservation partner; receiving funds raised from Elephant Parades worldwide. Combining Mike and Marc Spits’ ambition to be the largest funder of Asian elephants’ with our own mission ‘to save this iconic species from extinction in the wild’ is a powerful partnership with significant reach. We are optimistic of the contribution we can make to our cause and look forward to many fruitful years of collaboration. Plans are already in the pipeline for Elephant Parades in Copenhagen, New Delhi and Milan.

Over in Asia, by contrast, the situation for elephants has never been more bleak. Rapidly-expanding human populations together with increased competition for land has affected them dreadfully. In the past hundred years, the Asian elephant population has declined by 90%, while its available habitat has shrunk by 95%. Only 25,000 – 35,000 Asian elephants remain in the wild, struggling to exist in isolated patches of forest. At the current rate they could be extinct within the next thirty years. The increasing fragmentation and degradation of elephant habitat is the main threat. The related issue of conflict between elephants and humans – causing damage and deaths on both sides – is likely to become an increasing problem in the future.

The year 2009 saw Elephant Family fund wild elephant conservation and welfare projects in India, Thailand, Malaysia and Indonesia to alleviate these problems, with increasing success.

Key areas of focus included securing and restoring viable elephant habitat with local communities by establishing elephant corridors in Kerala and Orissa in India.

Human-elephant conflict was reduced by up to 90% in parts of Malaysia where crop-raiding elephants had caused havoc, and in certain areas of Assam in India, train collisions with elephants were reduced by 100%. One hundred and twenty families in Sumatra also benefitted from our work that reduced conflict with a population of 500 elephants.

In keeping with our new conservation-focused direction to protect wild species, our welfare work in Jaipur was successfully concluded and handed over to the government after five years of funding and support.

Ultimately our success lies in the hands of a small number of passionate and dedicated individuals; the team that makes up Elephant Family both in Asia and London, without whom our work would not be possible. We had a tough year in 2009 and I thank you all from the bottom of my heart.

I would also like to sincerely thank the sponsors, artists, designers, volunteers and all those involved in making Elephant Parade a huge success story.

Mark Shand, Principal Trustee Elephant Family

“The task Elephant Family has set for itself is to ensure that the Asian elephant is not allowed to become extinct through public ignorance and governmental apathy. This will be a major challenge requiring enthusiasm, drive and determination by all concerned - trustees, trustees, staff, volunteers and partner organisations. It can be done. It must be done.”

An estimated audience of 25 million people will come to know about the plight of the wild Asian elephant.”
**Objectives of the charity**

Elephant Family is the only UK charity dedicated solely to saving the Asian elephant from extinction in the wild.

The vision of the charity is to create a future where humans and elephants can co-exist, each with their own separate space and with tolerance where they come into contact.

This vision of a world where the wild Asian elephant has protected space is expressed in the form of the Survival Charter; Elephant Family’s manifesto, which will be used when lobbying governments and other international agencies to save this iconic species before it is too late.

The mission is to drive forward the implementation of the Survival Charter; to campaign for mass public awareness of the threat to the Asian elephant; to persuade governments to recognise their responsibilities in the survival of the Asian elephant; and to implement, through strategic alliances, a range of grass-roots community projects that demonstrate how people and elephants can peacefully co-exist.

In addition, alongside the Survival Charter, Elephant Family will help with for a National Elephant Action Plan in each of the range states. These will provide a framework for NGOs to become involved in a coherent, integrated national programme.

In developing its programme, Elephant Family will develop a wider multi-disciplinary approach involving a fusion of ecology, economics, sociology, religion, and even mythology. It is through the new thinking and innovation arising from this fusion of different disciplines that successful conservation initiatives will arise in the future.

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### Objectives

1. To make the plight of the Asian elephant known to people worldwide, raising public concern through awareness campaigns in Asia and the West.

2. To ensure that protective measures for Asian elephants are included in government charters by pushing for the implementation of solutions set out in Elephant Family’s Survival Charter; mobilising public support gained through mass awareness campaigns to achieve this.

3. To enhance current work in Asian elephant conservation through a partnership programme in Asia, forging strategic alliances with related and complementary organisations.

4. To improve current levels of tolerance between people and elephants through education, training and research.

5. To secure the necessary funding and internal capacity to deliver this ambitious programme in the Western world.
Our Team

Patrons
Sarah, Duchess of York
Sir Evelyn de Rothschild
Goldie Hawn
Sir George Martin, CBE
Tanaz Dizadji

Trustees
Mark Shand – Principal Trustee
Caroline Casey
Dugal Müller
Lord Robin Russell

Management
Ruth Powys
Director

Chairman
Brian Hadfield

Elephant Family currently has a self-perpetuating board of Trustees.

Staff
Dan Bucknell
Head of Conservation & Campaigns
Georgina Dursford
Head of Development
Lorin Gresser
Head of Finance
Carly Vincent
Head of Communications & Relationships
Edwina Kinsella-Bevan
Project Manager
Marie Chambers
Project Officer

Mary Powys
Elephant Parade Project Manager
Jo Cary-Elwes
Campaign & Events Manager
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Key Achievements in 2009

- Major progress made in securing a wildlife corridor in Kerala. Now 60% complete, this corridor, which links two protected reserves in Kerala, will be a lifeline for 6,500 elephants, the largest single population in Asia. Resettlement activity around the Tirunelli-Kudrakote wildlife corridor. Twenty six families are in the process of being resettled outside the corridor, and construction began on 15 alternative homes with farmland for them. EF Partner: Wildlife Trust of India

- Identifying priority elephant corridors for conservation in Assam, east India, where there are high levels of human-elephant conflict. EF Partner: Wildlife Trust of India

- Prevention of train deaths among elephants in Assam along 73.4 km of track. A combination of strategic landscaping and night patrols proved successful in averting collisions. EF Partner: Wildlife Trust of India

- Significant advances made towards the development of transit paths in Jharkhand and Orissa, which will provide safe passage for as many as 1,800 elephants in the region. Stretching across 430 km, the elephants will be able to roam without coming into conflict with people. EF Partner: Wildlife Protection Society of India

- Initiatives to assist elephants negotiating their way through shared space in Orissa yield success. Elephants are beginning to pass areas of human habitat with minimal disturbance resulting not only in reports of improved harvests but also of dramatic improvement in local attitudes towards the elephants. EF Partner: Wildlife Protection Society of India

- Government-level support. The Chief Minister of Orissa pledges his strong commitment to improving elephant habitat and reducing human-elephant conflict in response to recommendations arising from our project there. EF Partner: Wildlife Protection Society of India

- Regular visits to all six elephant centres in Sumatra, has improved and stabilised the health of captive elephants. Knowledge of elephant behaviour and biology among the mahouts has also increased in this time. EF Partner: Veterinary Society for Sumatran Wildlife Conservation (VESSWIC)

- The practice of capturing wild elephants involved in human-elephant conflict as a solution to the problem has been stopped in all areas where we are active. EF Partner: (VESSWIC)

- Key support to Fauna and Flora International led to the successful establishment of Conservation Response Units in Aceh Province. These patrols will prevent conflict by keeping wild elephants within the forest perimeter. EF Partner: (VESSWIC)

- Funding veterinary research proved highly valuable when partner VESSWIC presented some of the first information on Endotheliotropic Herpes (a significant disease in Sumatran elephants) and contributed to the development of an elephant-specific tetanus vaccine this year.

- Fauna and Flora International’s local Sumatran office have helped the Lepan community of the Gunung Leuser National Park to overcome conflict with elephants, such that the frequency of these incidents dropped and there were no deaths of either people or elephants over the year.

- Rescued street elephants in Thailand continue to thrive under specialist care with their rehabilitated mahouts. EF Partner: Golden Triangle Asian Elephant Foundation

- Finally, 2009 saw the conclusion of Elephant Family’s investment in the Jaipur Elephant Welfare Project, India, after more than five years’ involvement. An independent evaluation verified that the main objectives had been achieved and improvements made. The exit strategy included recommendations to ensure continued sustainability of the project. EF Partner: Help in Suffering

For this Elephant Health Care Programme we are continuously supported by Elephant Family, and we are very grateful to receive this support, because without it we probably would be unable to provide veterinary support for Sumatran elephant conservation.

Christopher Stremme, Project Manager, VESSWIC

To have an organisation like Elephant Family just focussing on the Asian elephant is very, very exciting and I think will make a huge difference to the future of wild Asian elephants and trying to secure them a place in this world for future generations.

Belinda Wright, Executive Director, WPSI
Key
1. Land Acquisition Perspectives
2. Railway Mortality Mitigation Initiative
3. Jaipur Elephant Welfare Project
4. Corridor To Survival
5. Street Elephant Rescue
6. Securing the Tirunelli-Kudrakote Elephant Corridor
7. Capacity Building in Human-Elephant Conflict Mitigation in Lepan
8. Elephant Conservation Unit
9. Elephant Health Care Programme

ASIA
India, Thailand, Borneo & Indonesia
Projects
Elephant Family
Programme review 2009

Projects

Securing the Tirunelli-Kudrakote
Elephant Corridor, Kerala

Partner:
Wildlife Trust of India

Location:
Kerala, southern India

Investment to date:
£120,000 since 2007

Budget 2010:
£143,752

Aim
To secure a continuous stretch of land between two protected areas within the larger Nilgiri Landscape, home to the largest population of Asian elephants in the world.

Background
While India has the highest number of Asian elephants, most of their available habitat is becoming disturbed and fragmented due to increasing human activity. Much of their habitat is now connected by narrow forest patches, and in many cases elephants have to pass through agricultural land, tea gardens and human settlements to reach food and water sources. This has led to increased conflict between humans and elephants, resulting in crop-raiding, the loss of human and elephant lives, as well as property damage.

Protecting the corridors that link these fragmented areas of habitat offers one of the best long-term solutions for the future survival of Asian elephants. The Wildlife Trust of India secures and restores vital wildlife corridors: it purchases strips of land between habitats and resettles any human inhabitants to new homes away from the area. There is often a will to be re-housed as people regularly suffer personal and property damage from close contact with elephants. Elephants can safely migrate through the corridors to access food sources and establish crucial genetic links between herds. Once fully secured, the corridors are awarded protected status from the state wildlife department.

The Tirunelli-Kudrakote corridor is a 2,200 acre strip (approx. 6km x 1.0-1.5km) of land between the Wayanad Wildlife Sanctuary of Kerala State and the Brahmagiri Wildlife Sanctuary of Karnataka State, and is currently used by up to a quarter of the 6,500 elephants living throughout the Nilgiri landscape. When the project began, the corridor area was inhabited by 54 families in five settlements. The first settlement was relocated from 2006 and Elephant Family has been the main investor for the resettlement of the second since 2007.

2009 Project Achievements
The relocation of the second settlement – Valiya Emmadi – was completed. A handover ceremony was conducted and a Ganesh statue was installed in the new village location.

Relocation of the third settlement – Pullyankolly – got underway, with the construction of 15 buildings and agricultural land to provide new homes and livelihood for 26 families. Construction will continue into 2010, along with the installation of other amenities, such as drinking water, roads and protection measures against further wildlife conflict. Elephant Family is grateful for the support of the Nando Peretti Foundation for this work.

Negotiations have already begun for securing the fourth settlement – Kottapadi.

Land Acquisition Perspectives of Vital Elephant Corridors

Partner:
Wildlife Trust of India

Location:
Assam, east India

Investment to date:
£7,000 since 2009

Budget 2010:
£13,022

Aim
To assess the feasibility of securing vital elephant corridors in Assam.

Background
The Wildlife Trust of India aims to conserve the Asian elephant in India by securing and restoring all the vital elephant corridors in the country. The Trust identified all known elephant corridors and published a comprehensive report on them in 2005. Work has begun on a significant corridor south of the Brahmaputra River. However, viability reports are required for all of these locations before they can be secured for corridors. So in 2009, Elephant Family, with the support of Dublin Zoo, invested in these surveys which will establish a prioritised list of areas to secure in the next stage.

Biological and social information will be collected to determine the viability and importance of each corridor and the logistical arrangements for securing them. Such information includes: current condition of the land and elephant movements; level of conflict between elephants and resident communities; size, usage, legal status and current ownership of the land; threats facing the land; and the approximate cost of securing the corridors.

Once completed, this work will contribute to a full review of all the most vital elephant corridors in India, updating and enhancing the Wildlife Trust of India’s initial work.

2009 Project Achievements
Preliminary surveys are underway on four corridors.
**Projects**

### Railway mortality mitigation initiative for elephants in Assam

**Partner:** Wildlife Trust of India  
**Location:** Assam, India  
**Investment to date:** £38,000 since 2008  
**Budget 2010:** £38,000

**Aim**  
To eliminate collisions between trains and elephants in Assam.

**Background**  
In India, railways now cut through most prime elephant habitat land, and in the past twenty years trains have caused the death of more than 150 elephants. In 2002, a pioneering project by the Wildlife Trust of India in Rajaji National Park successfully prevented further elephant deaths in that area. Simple but extremely effective solutions included the introduction of “go-slow” zones and the clearance of shrubbery around blind spots.

However, more than one in three elephant deaths by train have occurred in Assam. Elephant Family has been working with the Wildlife Trust of India since 2008 to replicate their initiative in Assam. The activities are implemented in close collaboration with the Forest Department and Railways, and include providing workshops to educate train drivers, fixing signs along the railway tracks and the installation of hoardings at railway stations to create awareness among the train passengers about the hazards of discarding their waste in forest areas. In addition, steep embankments are levelled, vegetation is cleared to improve visibility, water bodies are improved to reduce frequent elephant movements, and non-biodegradable and edible waste is regularly removed from the forest. Night patrols are also conducted to alert train drivers to any elephant movements.

**2009 Project Achievements**  
Unlike the contained space of Rajaji National Park, the problem in Assam is spread over a vast area, with sites up to 700km apart, nine important habitat areas and 26 critical railway sections. We have therefore had to focus our attention on key areas and develop intervention measures that are site-specific. In order to do so much time has been invested researching issues related to elephant movement, critical track sections, surrounding habitat, and other contributing factors to accidents.

Initiative elements that have been implemented in 2009 include the installation of signs, levelling of embankments, clearing of vegetation and a continuing assessment of driver attitudes and experiences. A night patrol of government and project staff has been operating which has already averted 59 potential incidents when elephants were discovered roaming close to the track.

While this project is still in its early stages there have been no deaths on the nine sections covered by the Wildlife Trust of India since they began their work.

### Corridor to Survival

**Partner:** Wildlife Protection Society of India  
**Location:** Jharkhand and Orissa States, central India  
**Investment to date:** £26,260 since 2006  
**Budget 2010:** £25,000

**Aim**  
To identify, save and secure a network of migratory corridors between southern Jharkhand and the highlands of Orissa, while developing appropriate land management systems to reduce human-elephant conflict.

**Background**  
Until as recently as 2002, an estimated 1,800 elephants were able to migrate between the Dalmi Hills in southern Jharkhand to the highlands of Orissa or southwest Bengal. These ancient migratory paths have since been cut off by a maze of stiff-sided concrete irrigation canals that elephants cannot cross. The elephants live trapped in an area too small to sustain them.

Another problem is the rising demand for iron ore which has already ensured the destruction of 79,000 hectares of prime elephant habitat across Jharkhand and Orissa States. With their traditional routes compromised, elephants are wandering in to populated areas with unprecedented frequency, leading to increased conflict situations with local people. Encounters can be deadly for both sides and elephants that are lucky enough to survive are often left with substantial wounds caused by hoolas – red-hot steel rods sharpened at the tip. The elephants have become both troubled and neglected.

Elephant Family began supporting the Wildlife Protection Society of India (WPSI) in 2005 for a groundbreaking study to identify the lost and existing paths of the Asian elephants in central India. The Corridor to Survival project involves the preparation of a long-term landscape design for elephant management, to eventually reduce the effects of habitat fragmentation, create viable habitat links between forest fragments and reduce the intensity of human-elephant conflict. This approach incorporates the purchase of corridor lands, construction of water bodies, regeneration of elephant feeding sites, raising awareness, and securing people’s support for elephants during their migration. It is envisaged that the availability of safe passage through well vegetated transit corridors will minimise the conflicts, as elephants will no longer venture through human settlements and crop fields.

Sadly the project’s work in Jharkhand State was severely hampered by insecurity in the wider region, where insurgent factions set up camps within the forests. Forest check posts have been ransacked and guards and other staff brutally beaten on many occasions, leaving them with no option but to abandon all posts and activities in the area. With such pressing matters, the state government is understandably not able to act on any of the recommendations from the project at the present time. WPSI has therefore forced to focus all their attention on Orissa. Where, in fact, the elephant crisis is more acute.

**2009 Project Achievements**  
Having largely completed their survey work, WPSI have identified eleven elephant transit paths, five of which are used regularly, five occasionally, and the other sporadically. These cover an overall distance of about 130km and incorporate a total area of 10,530km². (The term ‘transit paths’ is used, rather than ‘corridors’ because in this highly disturbed environment, elephants must follow different routes to those they would have used previously.)

With their acquired knowledge, WPSI have developed an elephant management plan for Orissa. These include ‘elephant-friendly’ ramps, new water sources and deterrent elephant-proof fencing. This will enable safe transit for elephants without having to come into conflict with people. Since many of the recommendations have been approved by the state government, implementation of the plan has begun in nine districts where conflict has reached a critical state.

These initiatives have been welcomed by the local communities, who are experiencing improved harvests as a result. A key breakthrough came when the Chief Minister of Orissa himself announced his strong commitment to create better elephant habitat and reduce human-elephant conflict, as a result of the project’s recommendations.
Elephant Conservation Unit

**Partner:** Hutan

**Location:** Lower Kinabatangan Wildlife Sanctuary, Sabah (N. Borneo), Malaysia

**Investment to date:** £70,611 since 2007

**Budget 2010:** £16,100

**Aim**
To reduce the level of conflict between human activities and elephants, and enhance community engagement in the conservation of elephants and their habitat.

**Background**
The Lower Kinabatangan is one of the four most important ranges for the Bornean elephant. However, growth in the elephant population (which has doubled to about 200 over the past twelve years) and a rapid reduction in available habitat due to expansion of the agricultural sector have resulted in increasing conflicts between elephants and people. Oil palm plantations are often adjacent to wildlife habitat and are frequently raided by elephants, causing severe economical losses to the planters, who defend themselves by establishing electric fences and trenches, and even killing the elephants. Today, the only routes available for the elephants pass through villages and the fields of local farmers, who bear the brunt of the conflict. Traditional respect for elephants in this area is being sorely tested.

In 2002 Hutan set up the “Elephant Conservation Unit” (ECU) with a group of villagers to address the problem. Comprising six trained members recruited from within the local Kinabatangan communities, ECU has already managed to reduce human-elephant conflicts in the area by almost 90%. Activities include daily patrols for crop-raiding animals and illegal activities, conducting research, and raising awareness within their communities. A distinct advantage is that the team is developing the ability to recognise the elephants individually, leading them to understand how elephants adapt to degraded and fragmented habitat. Their insights are contributing towards an improved policy framework for elephant population management of the Sabah Wildlife Department.

The Unit has successfully engaged the co-operation of local farmers.

**2009 Project Achievements**
In 2009, the ECU carried out its routine activities of patrolling the boundaries between the Lower Kinabatangan Wildlife Sanctuary and village farms, for signs of elephant encroachment, and conducting elephant-raiding control at night in local farmers’ fields. While 23 palms were lost in 2009 from crop-raiding, the number has fallen dramatically since the ECU began its patrols, when the toll averaged 780 palms per year.

The ECU also provides technical advice and training in elephant damage control methods to villagers from elsewhere in the Kinabatangan region and to the staff of large industrial oil palm plantations. In 2009, the Unit organised several sessions with two teams of workers based at Kulu Kulu and at Melangking Plantations.

If properly and regularly maintained, electric fences are a very efficient method to control elephant crop raiding. Most large oil palm estates use them but villagers cannot usually afford the cost of such fences and suffer regular crop damages so ECU has been giving micro-loans to village farmers to equip their communal fields with electric fences.

The project also encourages and facilitates international research. Recent US research, using data from ECU developed a model to predict elephant movements and human-elephant conflicts. This showed that far less natural habitat was available to the elephants than the local communities had imagined, as not all forested land is available to the elephants. As a result, the Sabah Wildlife Department directed the project to prescribe a set of actions that need to be undertaken by the state government to re-create a contiguous corridor of forest along the river. This paper is currently being reviewed and should be tabled before the State Cabinet during the first half of 2010. State Action Plans will be finalised in 2010.

Elephant Health Care Programme

**Partner:** Veterinary Society for Sumatran Wildlife Conservation (VESSWIC)

**Location:** Throughout Sumatra, Indonesia, with a special focus on the provinces of Aceh, North-Sumatra, Lampung and Bengkulu.

**Investment to date:** £117,100

**Budget 2010:** £117,100

**Aim**
To introduce and establish regular veterinary care, training and management systems to improve the health and welfare of Sumatra’s domesticated elephants.

**Background**
Deforestation in Indonesia is occurring at the second highest level in the world, and most rapidly on its island of Sumatra. The clearance of forest for palm oil and industrial pulpwood plantations is having a highly detrimental effect on the island’s wildlife, and has triggered a 40% drop in its elephant population since 1992.

With a remaining, dwindling population (2,000-2,500 individuals in captivity), this unique subspecies is highly endangered. Starving and stressed herds raid crops and trample villages, sparking violent confrontations. They are poisoned, shot and poached. In the past five years, 200 elephants involved in conflict situations have been captured from the wild and held at “Conservation Centres”, which are poorly equipped and lack trained vets, shade, water and other key facilities. In many cases they are unable to meet basic food or healthcare requirements.

Elephant Family does not support the capture of wild elephants as a solution to human-elephant conflict, and is part of an international push to bring about this change in Indonesia. But in the meantime, it has been supporting VESSWIC’s Elephant Health Care Programme since 2003 to address the ongoing plight of Sumatra’s captive populations. This programme is implemented across six Conservation Centres with a team of specialised vets for 143 elephants. The vets also provide contact and support for the mahouts and share their knowledge of elephant biology, medical care and management during monthly educational workshops, which have increased the day-to-day standard of elephant husbandry and welfare.

Increasingly these captive elephants and their mahouts are being developed into “Conservation Response Units” for law enforcement and reducing human-elephant conflict. VESSWIC is currently the only organisation in Sumatra providing veterinary services to support these units.

The project is also building up veterinary expertise in elephant conservation throughout Sumatra by training local and student vets.

**2009 Project Achievements**
As a result of regular, scheduled visits to all six Conservation Centres, the health of the elephants has improved and stabilised, and knowledge of elephant behaviour and biology among their mahouts has increased.

VESSWIC’s track record of success is beginning to bear fruit as government officials and non-government agencies recognise their proven expertise and get on board. In 2009 VESSWIC finalised a working agreement with a the National Conservation agency in Jakarta and are now on the way to agreements for cooperation with other such agencies in the provinces.

Some of these agencies are now even redirecting funds earmarked to catch elephants from the wild and use them instead to provide food for the already-captive elephants. Most significantly, the capture of wild elephants has been stopped since the end of last year in all the areas where VESSWIC is active.

VESSWIC have also continued to participate in local and international veterinary research. For example in 2009 we supported an evaluation into Elephant Endotheliotropic Herpes Virus at Way Kambas National Park by researchers from Baitvet and the Institution for Zoo and Wildlife research in Berlin. This study will be the first time information becomes available about the existence and infectious status of this important disease in Sumatran elephants.
Projects

Capacity Building in Human-Elephant Conflict Mitigation in Lepan

Partner: The local Conservation Response Unit of Fauna and Flora International at Tangkahan, in conjunction with VESSWIC and a local community-based organisation in Lepan.

Location: Lepan community, near Gunung Leuser National Park, Langkat District, North Sumatra, Indonesia

Investment to date: £17,951 since 2008

Budget 2010: £18,900

Aim
To strengthen community participation in efforts to reduce human-elephant conflict in the Tangkahan-Lepan area, and in the process develop models for conflict mitigation that can be replicated elsewhere in Sumatra.

Background
Protected land in Sumatra does not cover prime elephant habitat. Around 85% of Sumatra’s 2,000-2,500 elephants live outside these protected areas. In addition, unprotected forest is being progressively fragmented by human activity, creating a high potential for incidents of human-elephant conflict. Years of conflict have eroded the local community’s support for the elephant. With tolerance at an all-time low, the elephant is more than ever at risk of being killed or captured.

A community-based project is being developed to address this and mitigate human-elephant conflict. The project design includes a training and education programme to secure the participation of the Lepan community who live at the edge of the Gunung Leuser National Park, and then involving them in a comprehensive strategy that works for them. The neighbouring Tangkahan community are also benefitting.

2009 Achievements
As a result of their patrols, the Conservation Response Unit and members from the local community have developed a much greater understanding of the patterns of human-elephant conflict in the area. With this knowledge the project is able to develop and test measures to prevent conflict between the community and elephants. Harmless methods that are being tested to drive elephants back into the forest include bamboo cannons using carbide, fireworks and spotlights and lemongrass—a scent known to repel elephants. No people or elephants have been killed in the area since these measures were introduced. The frequency of human-elephant conflict has also been reduced.

There are now 35 villagers from Lepan that are directly involved in the project and have formed their own community-based organisation. A strong partnership has developed between the local organisation and the conservation response unit, which are closely integrated.

Street Elephant Rescue

Partner: The Golden Triangle Asian Elephant Foundation

Location: Thailand

Investment to date: £20,674

Budget: 2010: £3,100

Aim
To provide an alternative livelihood for Thai street elephants and their mahouts, and to raise awareness about the issues facing Asian elephants in Thailand amongst tourists, local communities and school children.

Background
After the destruction of vast areas of forests and devastating floods, the Thai government enforced a logging ban in 1989. While this was good news for the rainforests, it had a devastating consequence on the lives of thousands of elephants who had been domesticated and used in the logging industry. With their owners out of work, in many cases these elephants were reduced to a life of street begging. Scorching city tarmac, pollution, noise, traffic and a poor and insufficient diet have resulted in street elephants having an estimated life expectancy of just five years.

Founded in 2006, the Golden Triangle Asian Elephant Foundation (GTAEF) provides viable alternative livelihoods for 27 elephants and their mahouts and a high standard of health and welfare for both. To discourage wildlife trade, the elephants are rented along with their mahouts, which provides their carers with an alternative to begging. The health of the elephants is improved by providing regular health care, food supplements, exercise, veterinary care and bathing. Local schools, community groups and tourists are encouraged to visit the elephant camp where they can learn about the plight of Thailand’s elephants and best practice in captivity. Monthly workshops with children about the issues facing the Asian elephant in Thailand and the need to conserve them reinforce this awareness.

Elephant Family has been supporting the upkeep of a female and her calf—Lynchee and Poon Larb—and their mahout since 2006, on the basis that the project can prevent the capture of further wild elephants, and that best practice guidelines for the keeping of captive elephants can be respected.

2009 Project Achievements
The year saw significant improvement in the health and welfare of 27 street elephants, through regular care, food supplements, exercise, veterinary care and bathing.

Monthly workshops have taught children about the issues facing the Asian elephant in Thailand and the need to conserve them. An international volunteer scheme at the camp has increased global awareness of the problem.

In a larger context, networks have been formed with government and non-government elephant conservation welfare agencies across Thailand.
Projects

Jaipur Elephant Welfare Project

Partner:
Help in Suffering

Location:
Jaipur, State of Rajasthan, northern India

Total Investment:
£175,108 between 2004-2005

Aim
To provide humane working and living conditions for the domesticated elephants of Jaipur.

Background
For decades the hundred strong domesticated elephants of Jaipur were subjected to terrible conditions. Working in blistering heat they carried an estimated one thousand tourists a day up to the palace and Amber Fort. The soaring temperatures, crowded and steep hills, relentless workloads and a lack of healthcare meant these elephants were suffering from a variety of problems including sunburn, exhaustion, dehydration and even injuries sustained in traffic collisions.

Elephant Family entered into a partnership with Help in Suffering in 2004, to provide veterinary care and introduce regulations. Free veterinary care has been provided, working hours regulated, loads restricted, and the quality and availability of shade and water have been greatly improved. Furthermore, use of the ankush – a sharp steel hook on a heavy handle that has been used for generations to control elephants – has been banned by the project. Meanwhile, reflectors were introduced to make elephants visible after dark, resulting in a significant reduction in road accidents. Essential water sources and shaded areas were also introduced, and the local Mahouta Lake was cleaned up allowing regular bathing of the elephants. Overall the project has vastly improved the standard of life for these elephants. Finally, elephant identity cards were introduced, and all elephants registered using a microchip. Their numbers are now controlled and monitored, deterring their illegal movement.

In the meantime, the long-term goal has also been for the team of vets to train and educate mahouts and elephant owners, so that much of the care provided by the vets can increasingly be maintained by the mahouts.

2009 Project Achievements

Having invested in the project for more than five years, Elephant Family has helped the project achieve its main objectives.

To conclude its investment in the project, Elephant Family commissioned an independent assessment by one of the world’s most respected and knowledgeable elephant veterinarians, Dr Jacob Cheeran. He was asked to assess the project’s activities and the welfare status of Jaipur’s elephants. His report (March, 2009), recognised the improvements achieved by the project: “My previous visit to this place was about eight years back with an almost similar objective. During that visit the conditions were dismal and depressing. But now it creates a great impression by the progress made during these years”.

Dr Cheeran found that all the improvements for the elephants’ welfare mentioned above were being maintained, and it was his conclusion that sufficient technical and logistical support had been provided for the mahouts and the elephant owners to be able to look after themselves without any external support, as the project has left them capable of both the financial and managerial skills to support themselves.

Dr Cheeran went on to recommend that the stakeholders – elephant owners, veterinarians and delegates from the government departments of Tourism, Forest & Animal Husbandry – and other supporters should form an NGO. This body would undertake actions such as the improvement of living and working conditions of elephants and mahouts and increasing the income of owners through managerial inputs.

In the meantime, Elephant Family has continued to support the principal veterinarian from the project – Dr Madhulal Valliyatte – who presented a paper on the project at an elephant workshop in Bangalore. He also attended a workshop in Kerala to review an elephant veterinary manual authored by Dr Jacob Cheeran and the Late Dr Krishna Murthy.

Elephant Family has also been supporting Dr Valliyatte to complete a post graduate diploma in wildlife management from the Wildlife Institute of India.

Goldie Hawn, Elephant Family Patron
Your support is vital to Elephant Family. Your donations and the events you hold raise essential funds as well as awareness of our work. We thank you sincerely for your generous donations.

Elephant Family won the support of the following companies in 2009, who embraced Elephant Parade London by sponsoring their very own elephant sculptures:

**Our Supporters**

Companies:
- Abercrombie & Kent
- BFLS
- BlackRock Financial Services
- Burlington Arcade
- China White
- Clonalakly District Chamber of Tourism
- Dickinson Fine Art
- Disney Theatrical
- Easy Space
- Halcyon Gallery
- Hasbro
- Kids Company
- Mystic India
- OKA
- Relabell Properties
- Salesforce.com
- Shaftesbury PLC
- Shaun Smith Co
- Sotheby’s
- The Indian Premier League
- The Leela, Hotels, Palaces & Resorts
- Topps Tiles

Individual donors:
- Ashwan Khanna
- Bipin Desai
- Clement Wilson
- David Alexander
- Duncan McLaren
- Henri Wintjes
- Joanna Lumley
- Lalit Modi
- Lekha Poddar
- Lucy Bromsden
- Max Konig
- Mitch Freeman
- Nathalie Gouraud
- Poonam Bhagat Shroff
- Priya and Cyrus Vandrevala
- Rajiv & Komal Wazir
- Rodenick Post
- Simon Reuben
- Sir David Tang
- Sir Evelyn de Rothschild
- Sunetra Atkinson
- The Hon. Harry Fane

The support of the following Trusts, foundations and other project funders has also been central to Elephant Family’s capacity to work across Asia helping the Asian elephant:

Dublin Zoo, The John Ellerman Foundation and The Nando Peretti Foundation

Our special thanks to the following individuals and companies who donated their time or services to our work:

Eco Movers & Cadogan
Tate
Farrow & Ball
Halcyon Gallery
Mr Jan Mol

Mr Keith Wilson
Mystic India – India Travel Specialists
Otswang
Quintessentially
Sotheby’s

St Modwen
The Evening Standard
The London Planning Practice
Vanity Fair
Tanaz Dizadji
Financial Review
Statement of financial activities 01 Jan - 31 Dec 2009

Despite the economic downturn, income increased by a substantial 24 per cent. This growth was driven by support for next year’s campaign: Elephant Parade London which has attracted corporate sponsors and an increased level of individual donations. This additional income has allowed the continued growth of our conservation programmes.

Ruth Powys
Director, Elephant Family

Notes:
1. **Individuals**: monies received from individual elephant supporters, including major donors and donations received from fundraising activities
2. **Corporations**: monies received from corporate sponsorship in support of Elephant Family public campaigns

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<tr>
<td><strong>Operating Income</strong></td>
<td></td>
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<tr>
<td>Individuals</td>
<td>323,584</td>
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<td>Trusts &amp; Foundations</td>
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<td>Corporations</td>
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<tr>
<td><strong>Total</strong></td>
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<td>721,935</td>
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| **Operating Expenditure** |         |          |
| Projects                  | 236,732 | 369,268  |
| Education & Awareness     | 283,680 | 244,531  |
| Campaigning               | 104,799 |          |
| Administration            | 73,081  | 66,365   |
| **Total**                 | 593,493 | 784,963  |

* This total includes the £86,913 owed from the Elephant Family Trading company

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For every £1 raised in 2009 just 8p was spent on administration costs