About Elephant Family

Our Vision
We create a future in which elephants and other species that share their habitat live in harmony with people, unthreatened.

Our Mission
Our mission is to power effective solutions that prevent conflict between people and elephants, demonstrating how humans and elephants can co-exist. We create safe homes for both elephants and people by reconnecting forest fragments, maintaining elephant migratory routes, and helping farmers protect their crops and homes.

Key Objectives During 2017
1. Power Effective Conservation Projects on the Ground
2. Influence Government Policy and Corporate Practices
3. Make the Plight of the Asian Elephant Known

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Leadership Message

The pressure on Asia’s elephants continued during 2017. The rise in human populations, the expansion of infrastructure and the conversion of wild spaces to agriculture, along with a growing appetite for elephant skin, all contributed to the threats already faced by this endangered species. Living in increasingly fragmented and disconnected habitats, the fragile population of fewer than 47,000 elephants remains in crisis.

Mitigating human-elephant conflict and reconnecting critical habitats remained at the heart of our work in 2017. In Tamil Nadu we continued to roll out the early warning systems that provide 28,000 people in 55 villages with peace of mind, warning them of the presence of elephants so they can avoid unnecessary conflict. The system has helped reduce human deaths from 105 to 3 and elephant deaths from 30 to 2 in a three year period.

Wildlife crime, estimated to impact over 7,000 species worldwide, is recognised as both a specialised area of organised crime and a significant threat to many plant and animal species. For Asia’s elephants, the rise in demand for their skin, both as a medicine and jewellery, threatens some of the most vulnerable populations on Earth. Our undercover investigations continued to reveal a worrying upward trend in poaching Asian elephants purely for their skin. The evidence we are gathering is building a powerful case for tighter protection and law enforcement at the highest level, and fueling a campaign we will continue to champion for as long as it takes to stamp out this horrifying trade.

Recognising the huge threat posed by millions of kilometers of new linear infrastructure, in 2017 Elephant Family committed support to the creation of an expert working group to ensure that habitat connectivity and wildlife-friendly developments are prioritised during construction. This unique group will develop internationally recognised guidelines for governments and financial institutions and will be a source of expertise, support and technical information.

All of this work is powered by you and we are hugely grateful for the support received from individuals, corporations and established foundations around the world. 2017 was noteworthy too for the success of our media reach. We launched Elephant Parade India, the largest public art event for the conservation of the Asian elephant to be staged on the sub-continent, and completed our second Travels to my Elephant challenge which saw 85 participants take part in an epic 500km adventure across Rajasthan. Our endeavours reached an audience of over three million people across the globe.

Together we have achieved so much. But, the survival of the Asian elephant, its critical habitat and the people who share it, depends on your continued and passionate support. Thank you for being part of this vital cause.

Ruth Ganesh
Feh Tarty
David Alexander
Asian Elephants In Crisis

Since the rise of human civilization, 83% of the world’s wild mammals have been driven to extinction by humans either through the exploitation of natural resources, culling, or in some cases eradication for food or pleasure. In the last century, the dramatic decline in Asia’s elephants is widely linked to the deforestation and fragmentation of their habitat as the human population of Asia expands exponentially converting once pristine habitats into land for industry, agriculture, settlement and infrastructure.

Today, it is estimated that 20% of the world’s human population lives in or near the present range of the Asian elephant. Living in increasingly disconnected and fragmented landscapes and coupled with this close proximity to humans, inevitably leads to conflict for space and resources often with fatal consequences for both sides.

*Source: Proceedings of the National Academy of Sciences of the United States of America
** WWF

Asian Elephant Population by Country

<table>
<thead>
<tr>
<th>Country</th>
<th>*Estimates</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>1. India</td>
<td>27,312</td>
<td>59.0</td>
</tr>
<tr>
<td>2. Sri Lanka</td>
<td>5,879</td>
<td>12.7</td>
</tr>
<tr>
<td>3. Malaysia</td>
<td>3,490</td>
<td>7.6</td>
</tr>
<tr>
<td>4. Thailand</td>
<td>3,350</td>
<td>7.2</td>
</tr>
<tr>
<td>5. Myanmar</td>
<td>2,000</td>
<td>4.3</td>
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<td>3.7</td>
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<tr>
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</tr>
<tr>
<td>Vietnam</td>
<td>118</td>
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Total 46,282 100%

Impact In Numbers

13,195 elephants (39% of the global Asian elephant population) benefitted from Elephant Family’s work

452 villages made safer by Elephant Family

£662,000 granted to conservation projects

205 wild and captive elephants treated by Elephant Family’s vets in Sumatra

11,000 books carrying the elephant conservation message were delivered to 80 schools in Odisha in eastern India

28,388 villagers benefit from elephant early warning systems which warn them when elephants are nearby in Hassan, Karnataka

128 elephant dung samples collected for analysis of stress and reproductive hormones in the Anamalai Hills in southern India

918 GPS locations of elephant movement recorded across 106 villages in high human-elephant conflict areas

Asian Elephants In Crisis

45–50,000 Asian elephants remaining in the wild

-50% The decline in the Asian elephant population in three generations

ELEPHANT FAMILY PROJECTS ACROSS ASIA

HUMAN – ELEPHANT CONFLICT MITIGATION
- Understanding Human-Elephant Relationships
  Karnataka, India
- The Wayanad Kerala Corridor Project
  Kerala, India
- The Odisha Elephant Landscape Project
  Odisha, India
- The Assam Corridors Project
  Assam, India
- Analysing Elephant Behaviour in Human-Modified Landscapes
  Tamil Nadu, India

Human-Elephant Conflict Management in the Karbi Foothills
  Assam, India
- Demarcation of Elephant Corridors Throughout India

HABITAT CONSERVATION
- Elephant Satellite Tracking & Land-Use Planning
  throughout India
- Human-Modified Landscapes

WILDLIFE CRIME
- Anti-poaching Patrols
  Way Kambas, Sumatra, Indonesia
- Detecting Illicit Elephant Trade
  Shan, Myanmar (Burma)
- Preventing Elephant Trafficking through DNA Registration
  Chiang Mai, Thailand

ELEPHANT WELFARE
- Elephant Health Care Programme
  & Wildlife Rescue
  Sumattra, Indonesia;
- Understanding Human-Elephant Relationships

POLICY
- Asian Elephant Specialist Group
  (AESG)
- Across Asian elephant range states

POTENTIAL GROWTH
- Sri Lanka
- Bhutan
- Thailand
- Laos
- Vietnam
- Peninsular Malaysia

101 ELEPHANT CORRIDORS, INDIA

North-Western India Population
- Karnana – Banka
- Motichur – Banki & Rohikesh
- Chilka – Motchur
- Motichur – Ghori
- Rawan – Sonnadi
- Rawan – Sonnadi (via Lankeshwari Fd)
- Rawan – Sonnadi (via Bhor Fd)
- South Pallikan – Chilika
- Chilika – Kota
- Maltri – Kota
- Fathepur – Gadagadia
- Ida Ramnitu and Gora-Tanda
- Vipura – Khatma – Suari

South India Population
- Karadikiul – Madisowara
- Tal – Edathahil – Doddasampige
- Chinnarajagar – Talaimali at Muddahali
- Chinnarajagar – Talaimali at Punjir
- Kaniparpara – Muyar
- Moyer – Avarahalal
- Avarahalal – Sigur
- Kalmali – Singara and Avarahalla
- Kalpath – Sigur at Gercorn
- Talaimali – Gutt wirklich
- Kullar at Gandhapalipattu
- Boolappatt – Alappadi
- Anaimalai at Punachu
- Anaimalai at Waterfalls Estate
- Anaimalai between Silivaimedu – Kadapara
- Vazhachal – Anaimali via Sholayar
- Vazhachal – Anaimali via Ryan
- Pusikul – Kovilvar
- Mudunallai – Nilambur via Y’ Valley
- Mudunallai – Mukurthi
- Nilambur Kovilakam
- Neey Amarambalam
- Nilambur at Apparappu
- Trinall – Kudakote
- Kottiyur – Peniya
- Peniya at Pankathanal

NORTHERN EASTERN INDIA POPULATION
- Mahananda – Kolbari
- Alapanch – Mahananda
- Alapanch – Gournama
- Alapanch – Kampong at Mal Block (via Syle)
- Alapanch – Kampong at Mal Block (via Meenglass)
- Chaprauni – Kampong (Mal Block)
- Morighat – Central Diana
- Retti – Central Diana
- Retti – Morighat
- Tiri – Rethi via Dumch
- Tiri – Rethi

101 critical elephant corridors identified by the Wildlife Trust of India in the revised edition of Right of Passage: Elephant Corridors in India supported by Elephant Family - see pages 17 & 20
Key Objectives and Project Highlights

1. Power effective conservation projects on the ground
2. Influence government policy and corporate practices
3. Make the plight of the Asian elephant known

The key to conserving wide-ranging species is maintaining corridors to ensure the safe passage of elephants as they migrate through increasingly crowded human landscapes.

© Sreedhar Vijayakrishnan / NCF
Asian Elephant Transport Working Group

Asian elephants have undergone drastic declines across their range. They face numerous threats, but a major and growing risk in many range countries is the construction of roads, railways, and transmission lines. By 2050, it is estimated that 25 million kilometres of new roads will be built around the globe, the majority in developing countries. This linear infrastructure will cut through elephant habitat, fragmenting it into ever smaller pieces, and breaking the connectivity between the remaining habitat corridors.

Roads, railways and power lines also put elephants at risk of collisions with vehicles and electrocution from fallen cables. With millions of kilometres of new linear infrastructure due to be built by 2050, establishing international guidelines on how to best plan and mitigate infrastructure developments is an urgent priority.

Recognising this huge threat Elephant Family is supporting the creation of an expert working group to ensure that habitat connectivity and wildlife-friendly developments are prioritised during infrastructure construction. The Asian Elephant Transport Working Group (AeTWG) will develop internationally recognised guidelines for governments and financial investment institutions, and will be a source of expertise, support, case studies and technical information. The transport group will leverage their leadership within the IUCN’s existing working groups on habitat connectivity and transport to promote these best practices at the highest level: targets and guidelines will be prepared in time for the next setting of targets for the Convention on Biodiversity in 2020.

Science and Knowledge

Elephant Family works with the best and brightest field conservationists to develop and implement innovative solutions that drive long-lasting results and redefine the way we approach conservation at large. Thank you to all the steadfast experts who served as our conservation advisors in 2017 and helped us protect Asia’s largest land mammal.

- Will Duckworth, PhD
- Camilla Fritz, MSc
- Benoît Goossens, PhD
- Simon Hedges, MSc
- M. Ananda Kumar, PhD
- Vivek Menon, MSc
- Nuzhaferina Othman, PhD
- Heidi Riddle
- Sandeep Kumar Tiwari, PhD
- Belinda Wright, OBE
- Alexandra Zimmerman, PhD

“\nThe hope of the future lies not in curbing the influence of human occupancy – it is already too late for that – but in creating a better understanding of the extent of that influence and a new ethic for its governance.\n
- Aldo Leopold, author, philosopher, scientist, ecologist, forester, conservationist, and environmentalist
Collaborating with Experts

Asian Elephant Specialist Group

The Asian Elephant Specialist Group (AsESG) is the most important science and knowledge forum for academics and field conservationists across the Asian elephant range countries. For the first time in its history, Elephant Family supported a full-time co-ordinator for the group. Helping to organise meetings that allow experts to develop conservation solutions, the co-ordinators role is now central to enabling important dialogue to take place and solutions to be found for the conservation of Asia’s elephants.

One of the most important meetings organised by the AsESG was the second Asian elephant Range States Meeting in Jakarta, Indonesia in April where it was unanimously agreed to develop a National Elephant Conservation Plan as a common vision, strategy and policy document. As well as agreeing to work closely on mitigating human-elephant conflict and to look at the welfare of elephants in captivity, the meeting also led to the adoption of the Jakarta Declaration for Asian Elephant Conservation agreed by all range countries.

Significant points of the Declaration included the agreement of a common vision to promote Asian elephant conservation and to call upon the international community to help in reversing the decline in Asian elephant numbers.

A further agreed priority was the maintenance of large Asian elephant conservation landscapes where no unregulated, economic or commercial infrastructure development – or other adverse activities - are permitted. Plus the creation of connectivity between such landscapes where all permitted developmental activities are elephant and biodiversity appropriate.

Working groups were also constituted to look at various key issues including:

- Arresting the decline of the elephant population of Vietnam
- Developing guidelines for the rehabilitation of captive elephants in the wild as well as possible restocking options
- Developing human-elephant conflict guidelines
- Mapping the distribution of Asian elephants
- Developing guidelines for the welfare and use of elephants in tourism

Wildlife Crime Prevention

Tackling Illicit Trade

In 2017, our ground-breaking investigative work on the illegal wildlife trade continued, extending our investigations into the burgeoning trade in Asian elephant parts and skins from its source to traders and end-users in China.

Elephant Family’s investigations confirmed the growing use of elephant skin as a dried powder incorporated into traditional medicines, as well as disturbing evidence of possible state-sponsored licensing of some products. We also followed the developing trade in elephant skin beads made from the subcutaneous layers of skin, documenting the trade back to someone claiming to be the original inventor of the product.

The investigators built up a dossier of powerful evidence relating to online suppliers and their supply routes, revealing that the demand is predominantly from Chinese buyers; a demand that is fuelling a poaching crisis in Myanmar and, if left unchecked, could signal the extinction of Asia’s most fragile elephant populations.

Our next step is to broaden awareness of this trade at a global, political and local level and to work with range states to better detect (and ultimately prosecute) cross-border wildlife trade.

"As we step in closer the swarm of flies is so dense, we can barely make out the elephant, or what is left of it. The adult female has been cut to pieces, part of the trunk is missing, and the head has been severed - not to take tusks, as the female did not even carry ivory, but skinned.”

- Aung Myo Chit, eyewitness

In 2017, our new findings, together with video and photographic evidence, were collated into a report to be launched in early 2018 ahead of the Asian Elephant Specialist Group meeting in Bangkok and a series of high-level international wildlife trade meetings planned for the autumn in Sochi and London. Our aim is to raise awareness of this abhorrent threat and get the plight of the Asian elephant firmly on the international agenda.
Key Objectives and Project Highlights

Powering effective conservation projects on the ground

Living Peacefully with Elephants in Myanmar

Myanmar has the fifth largest Asian elephant population in the world and the largest tract of intact elephant habitat in Asia. In theory, the country could be home to many more wild elephants than the estimated 2,000 that it currently supports. One of the major challenges to achieving this conservation outcome is the competition for fertile land between wild elephants and expanding rural communities.

The change of government, new infrastructure plans and an ongoing political conflict in the southwest of the country all put pressure on life in-country. Add to this the expected return of an estimated 160,000 refugees - who fled to Thailand during military rule, many of whom have lost the life skills of living with elephants - and the need for training to co-exist peacefully with elephants becomes imperative.

Our education teams are reaching over 12,000 families giving them the knowledge and skills needed to conserve their natural resources and avoid conflict with elephants, whether in the forest or on their fields. Our common aim is for elephants to be seen as an ecological asset rather than an economic risk.

Land use policy is also being revised in Myanmar and part of the project focuses on helping communities agree and map community conservation forest and farmland. Without this, deforestation will continue, livelihoods will deteriorate and the opportunity to help protect Myanmar's forests and wildlife will be lost. In areas of both good elephant habitat and those areas of high human-elephant conflict, we will reach people in their communities through a national awareness programme that will promote how to live safely alongside wild elephants.

To deliver this important project, Elephant Family led a successful bid for funds from the British Government’s Darwin Initiative. Competing against 320 applicants the grant of £345,000 over three years was one of the largest of 40 grants awarded in 2017.

The Importance of Elephant Corridors

Asian elephants are migratory with home ranges as large as 600 km². But human expansion disrupts their movements, pushing many populations into tiny patches of land. Elephant Family understands the importance of securing elephant corridors to improve connectivity while preventing human-elephant conflict.

Thanks to Elephant Family funding the second and most up-to-date edition of the Right of Passage: Elephant Corridors in India publication was officially launched in August on World Elephant Day. It now includes an updated list of the 101 corridors across India that need to be protected and forms part of our wider Asian Elephant Alliance campaign that will ensure that all 101 corridors are protected and reinstated by 2025. To-date the alliance has secured nine corridors, four of which have been with Elephant Family support.

In addition, at the beginning of 2017 Elephant Family and our field partner, Wildlife Trust of India, appointed 10 villagers to act as Green Corridor Champions to help monitor and secure four important elephant corridors in the Kaziranga-Karbi Anglong landscape in Assam, northeast India.

These champions are actively involved in monitoring the corridors to better understand how elephants and other wildlife use the area and will allow them to ensure that no further land-use changes take place.

Eleven awareness campaigns were initiated by the Green Corridor Champions across 12 schools in eight locations close to elephant corridors. They have helped to sensitize more than 1,200 students to elephants and their habitats, the importance of corridors, and the issues of human-elephant conflict.

Students getting involved during a Green Corridor Champions session © Mangalsing Teron

Spreading awareness to villagers across Myanmar is an integral part of helping people and elephants to coexist peacefully in this critical elephant landscape © Compass Films
Helping people and elephants co-exist peacefully in Odisha

Odisha is one of the top five priority landscapes for elephants in India with an area of contiguous forest the size of Wales (c 21,000km²). It is also home to a large population of mature tuskers, offering perhaps the best chance of securing a future for Asian elephants in the country.

Sadly, rapid industrialisation is creating a deadly labyrinth of mines, open wells and railways, trapping the surviving population of highly stressed elephants onto land that cannot support them. It is becoming the worst place in the world to be a wild elephant.

Each year around 50 elephant deaths are recorded as well as the loss of even more human lives as a result of growing conflict. To help counter this dire situation, Elephant Family has been funding the mitigation of human-elephant conflict (HEC) in seven key districts of Odisha since 2011.

In 2017, Elephant Family funding continued to help raise awareness and provide training for local communities. Eighty groups in conflict prone villages received training including how to operate new remote control alarms to drive away raiding elephants. Farmers were also given kits to help tackle elephant crop raids that included samples of low-cost bamboo clappers that they can easily replicate. They also received tuition on how to claim for crop loss compensation.

Publicity and awareness materials, including wall paintings with contacts numbers of local forest officials to call in case of elephant raids, plus illustrated booklets carrying basic information about elephant biology and the do’s and don’ts for avoiding elephant raids, were also well received.

Key Objectives and Project Highlights

Powering effective conservation projects on the ground

Avoiding unexpected encounters with elephants is an important part of keeping communities and elephants safe. Here, Forest Department field staff monitor elephant movements in the Hassan region of Karnataka.
Habitat Conservation
Wayanad Corridor, Kerala

Elephant Family funding secured this vital 2,200 acre (9km²) corridor in southern India providing a protected path for over 1,400 elephants - the largest single population in the country. Although the corridor received legal protection in 2015, meaning that the right of way for elephants was secured in perpetuity, monitoring and evaluation of the project remains important if we are to ensure that best practice is being observed as we move forward and develop new corridors.

In 2017, Elephant Family’s funding for monitoring and evaluation work continued. The data revealed that villagers now earn an average of seven times more than they did before the relocation and that crop damage caused by elephants has reduced by over 50%.

Over 200 interviews were also conducted in the Wayanad District, of which 90 interviewees were from the fringe villages located around the corridor. The responses illustrated the difficult balance that needs to be found if people and elephants are to co-exist peacefully. For example, while almost half the respondents said that the collection of firewood is the main reason they access the corridor forests, few seemed to link this activity to the lack of forage available for the elephants which drives them to feed in small holdings and farms.

Tolerance for elephants, however, remains high with 67% of respondents disagreeing that farmers should be allowed greater freedom to control problematic elephants and 88% citing the ‘right to live’ as the key driver for elephant conservation.

The data also confirms that most crop raiding in the area is carried out by lone males in the peak harvest periods and, with more people in the fields, this is also the time when most human-elephant conflict occurs.

Being armed with this information helps the team provide the right support at the right time, mitigating conflict and ensuring the sustainability of the project.

Kaziranga-Karbi Anglong Corridor, Assam

In Assam, northeast India, a number of villages are located in key natural corridors long-used by elephants to travel to other parts of the Kaziranga-Karbi Anglong landscape. Having secured a vital part of this corridor in March 2016, when the villagers of Ram Terang were relocated to new homes, we returned in January 2017 to dismantle an old school building that was abandoned after the relocation. Removing the building has helped provide elephants with an obstacle-free habitat, allowing them to connect safely to the surrounding forest.

It’s been a hugely successful move for the villagers too. Previously, 84% had cited crop raiding and house destruction by elephants as a major issue. A survey carried out in 2017 confirmed there had been no such incidents, meaning that the new village and its occupants are now totally safe from elephant intrusion.

During 2017 our project partners, Wildlife Trust of India, continued to work on securing the second phase of the programme; the relocation of Tokolango village. This relocation would mean securing this important corridor in its entirety.

Regrettably, a series of meetings with villagers and local political and religious leaders have yet to secure their legal consent to voluntarily relocate to an alternative site outside the corridor. Despite the setbacks, the team remains hopeful and negotiations continue.

Since the relocation of the villagers from Ram Terang, there have been no incidents of crop raiding in their new village ©Annette Bonnier
Influencing Government Policy and Corporate Practices

Elephant Family lobbies and works with governments and corporations to create and implement policies that safeguard elephants and their threatened habitats. Leveraging our conservation expertise and existing partnerships, we are uniquely positioned to guide governments and corporations as they implement strategies that drive long-term solutions.

Protecting Borneo’s Pygmy Elephants

In 2017, plans to build a bridge over the Kinabatangan river, at Sukau in northern Borneo were cancelled thanks to Elephant Family support.

We have been mapping the movement of elephants across the state of Sabah since 2010 and the data obtained was instrumental in informing the land management plan for the area. Our findings, together with Sir David Attenborough’s lobbying, were crucial in the landmark decision to scrap plans to build a bridge through the middle of this hugely important and largely pristine wild area which is prime habitat for the rare pygmy elephants, orangutans and sun bears.

“I am immensely pleased to hear that plans to build a bridge at Sukau have been cancelled. This region is recognised worldwide as being a vital enclave for threatened wildlife.”

- Sir David Attenborough

Calling for calm in Odisha’s human-elephant conflict

Odisha has the highest level of human-elephant conflict in India. Since 2004, elephants have trampled over 87,000 acres of ready-to-harvest crops and damaged more than 8,000 homes. It’s a fatal battle that has killed 685 elephants and 600 humans.

In March, Elephant Family formed part of Sanctuary Asia’s Giant Refugees Campaign calling on our supporters to email the Chief Minister of Odisha to offer their support and highlight steps to reduce the dangerous conflict between elephants and people in the state. Our support resulted in hundreds of emails and tweets being sent to the Chief Minister from our 17,000+ supporter base to help ensure that this conflict is mitigated and well-managed.

Thailand’s DNA System

Elephant Family has helped strengthen the weak laws and registration systems that were facilitating the illegal trade in elephant calves to tourism destinations in Thailand. Our past investigations in Thailand and Myanmar exposed the trade in elephant calves, and in October 2016 Thailand acted by announcing a new law mandating that all elephant owners adopt a DNA registration system.

By the first quarter of 2017, over 3,440 captive elephants - almost 99% of Thailand’s documented captive elephants - were registered for DNA checks to help verify their identity and origins. Two young elephants were very quickly identified as not being the offspring of captive elephants as the owner claimed.

The new system is helping to keep track of all captive elephants and ensuring that elephants can no longer be smuggled from the wild and disguised as captive-born. We are continuing to encourage other range states to adopt similar methods. Recognising that not all range states have the capacity or resource we are collaborating with DNA experts to develop affordable DNA testing technologies, such as a simple cheek swab and lab tests.
Raising Awareness and Public Engagement

Making the plight of the Asian elephant known

Elephant Parade India

Elephant Parade India aimed to secure political support for 101 elephant corridors. Each of the brightly painted elephant sculptures told the story of a different corridor. The aim to put the concept into the mainstream consciousness was realised via the mass engagement with the man on the street, the extensive media coverage, the involvement of India’s most influential creatives and most critically, the support of corporate India.

Elephant Family’s Joint Royal Presidents joined the British High Commissioner to India in Delhi to unveil members of the exquisite herd - soon to be displayed to 10 million people on the streets of Mumbai.

The event was attended by artists including Subodh Gupta, Veer Munshi, Adil Ahmad and Michelle Poonawalla and supporters including Member of Parliament and Parade Ambassador the Hon’ble Poonam Mahajan, and Elephant Family Patron, Vikram Goyal.

Media coverage of the event reached an audience of over 21 million in print through publications including Times of India, Elle Decoration India, The Asian Age, and The Hindu and almost 90 million online via titles including Condé Nast Traveller, The Economic Times and India Today.

Elephant Parade India became the largest public art event India has ever seen. It raised funds and awareness for Elephant Family’s work and put corridors as a conservation tool onto the national agenda.

Public Relations Milestones – 2017

- Extensive media coverage reached over 1.3 billion people.
- Increased social media reach means that we engaged with over 230,000 people across Instagram, Twitter, Facebook and LinkedIn.
- To mark World Elephant Day 2017 The New York Times joined forces with an article to raise awareness of the Asian elephant and the work Elephant Family is funding in Asia.

Raising Awareness and Public Engagement

Despite its population being only 10 per cent that of its African cousin, the plight of the Asian elephant often goes unnoticed. We raise awareness and engagement through campaigns, storytelling and public relations. In doing so, our aim is to mobilise millions of people from every section of society behind this species.

In 2017, our media and storytelling efforts reached a global audience of 1.3 billion people. Coupled with our conservation interventions, lobbying efforts, corporate partnerships and unique events, we are a powerful voice for the protection of Asia’s elephants.
Creative Conservation in London and Beyond

As well as powering conservation projects, Elephant Family raises awareness and funds through creative conservation campaigns. This approach has seen us work with over 1,000 artists, fashion houses, jewellers and architects and execute eight large-scale public art exhibitions. From racing rickshaws to life-size painted elephant sculptures and animal-themed Fabergé eggs, Elephant Family shines a multi-coloured spotlight on the plight of Asia’s elephants.

This year we raised funds through a second Travels to my Elephant challenge which saw 85 participants take part in an epic adventure travelling 500km across Rajasthan in 22 vehicles. The six day adventure raised £1 million and cemented close bonds between those who took part, the Elephant Family team and the cause. With field partners telling their stories en route, the event contributed not only to vital conservation work for the protection of the Asian elephant but to a deeper understanding of the issues faced by those working on the front line of conservation.

The event was delivered in collaboration with Quintessentially Foundation and preceded by a series of launch events in aid of Elephant Family, including a racer send-off party in association with The Luxury Collection and House of Waris.

“One of the greatest experiences of my life.”

Dominic Harvey, Travels to my Elephant II, racer

The event raised £1 million that will power the protection of our planet’s most endangered elephant species.

Through the event and media, Travels to my Elephant reached over 3 million people across the globe.

Warrior Games

We also joined forces with Lion Guardians for an exhibition entitled Warrior Games aimed at raising funds for Asian elephants and African lions, two species at risk of being wiped out as a direct result of human behaviour. Thirty-six retired Maasai hunting spears and warrior photographs by leading photographer Jack Brockway were unveiled by HRH Princess Eugenie, Sylvie Chantecaille and Waris Ahluwalia at the Halcyon Gallery, London. The exhibition raised £162,550 in support of the two charities.
## Consolidated statement of financial activities

### INCOME

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<td>Other trading activities &amp; fundraising events</td>
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### EXPENDITURE

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<td>Conservation partnership</td>
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<td>Influencing government policy &amp; corporate practices</td>
<td>£ 100,418</td>
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<td>Education, training and research</td>
<td>£ 58,882</td>
</tr>
<tr>
<td>Mobilising public concern</td>
<td>£ 426,157</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>£ 1,810,704</strong></td>
</tr>
</tbody>
</table>

In 2017, 78% of our income was spent on charitable activities.

### Pie chart:

- Conservation partnerships: 48%
- Mobilising public concern: 23%
- Raising funds: 20%
- Education, training and research: 3%
- Lobbying governments: 6%
Special Thanks

We are extremely grateful to all of our sponsors and supporters. Working with them, we are able to turn our creative ideas into impactful conservation events.

For over a decade Cadogan Tate has been steadfastly enabling Elephant Family’s plans and adventures. Their logistical support has been instrumental to the success of each and every one of our campaigns which have raised millions for Asia’s endangered elephants.

True to their promise, from elephants to eggs to rickshaws and couture masks, everything has been handled with care.

Elephant Family would like to say a very special thank you to the team at Cadogan Tate who have stood shoulder to shoulder with us, bringing to life our visions and adventures and supporting the protection of Asia’s elephants.

Special Elephant Family thanks go to the New York based designer and actor Waris Ahluwalia for championing our efforts in 2017.

Waris not only hosted The Warrior Games Exhibition and a dinner in our honour on World Elephant Day in the Hamptons, New York, but he also recruited adventurous souls and helped secure sponsorship from the wonderful Luxury Collection, for our Travels To My Elephant challenge. His guidance and friendship, together with his acute sense of aesthetics have powered Elephant Family in so many inspiring ways.

Elephant Family would like to extend special thanks to:
His Highness Maharaja Gaj Singh II of Jodhpur and Marwar; His Highness Maharaja Sawai Padmanabh Singh Ji Bahadur of Jaipur; His Highness Gajendra Singh Ji of Khimsar; Smt. Vasundhara Raje, the Hon’ble Chief Minister of Rajasthan; Smt. Poonam Mahajan, Elephant Parade Ambassador and Hon’ble Member of Parliament, Maharashtra; The Department of Tourism Rajasthan; Mr N C Goel of the of Government of Rajasthan; Farah Siddiqui, Aquas Tati; Dhruv Raj Singh; Anya Claxton, volunteer.

Staging our creative conservation events - including Travels to my Elephant II and Elephant Parade - in India would not have been possible without the generosity and support of key individuals. Among many we would like to extend special thanks to:

Field Partners

We are extremely grateful to all of our field partners. Working with them, we are able to turn our objectives into on-the-ground conservation solutions.
The generous support of these incredible individuals has helped activate Elephant Family’s dynamic projects, which are saving the lives of both elephants and people across Asia.
Patrons, Ambassadors, and Trustees

Thank you to our Royal Presidents, Patrons, Ambassadors, Trustees, staff and volunteers for supporting another successful year of conservation.

Royal Presidents
- Their Royal Highnesses
  - The Prince of Wales and
  - The Duchess of Cornwall

Hon Life Patrons
- Annabel Elliot
- Goldie Hawn
- Sir Evelyn de Rothschild

Patrons
- HRH Princess Eugenie of York
- His Highness Shaikh Abdulla bin Hamad Al Khalifa
- His Highness Maharaja Gaj Sing II of Marwar-Jodhpur
- Waris Ahluwalia
- Lord & Lady Bamford
- Ahsa Cahn
- James Caan
- Richard Caring
- Nicholas Corderidge, CBE
- Bipin Desai
- Ben Elliot
- Fardad Ghodoussi
- Mehrdad Ghodoussi
- Vikram Goyal
- Geordie Greig
- Joels Holland, OBE DL
- Michael Howells
- Ömer Koç
- Rula Lenska
- Marc Quinn
- Sir Tim Rice
- Ayisha Shand
- Lady Catherine St Germans
- Priya & Cyrus Vandrevala
- Hilary & Galen Weston
- The Marchioness of Worcester
- Henny Wyngham
- Sarah, Duchess of York
- Mercedes Zobel

Ambassadors
- Rania Abboud
- Peter Bellerby
- Genevieve Britton
- Kate Brown
- Rebecca Campbell
- Mark Crowther
- Frances Dore
- Simon Emery
- Nicolas Imrie
- Lars & Ragnhild Jacobsson
- Joanna Lumley
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Early morning in Valparai, southern India © Joseph Herbert

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to learn more and to sign up to our eNewsletter. Join the movement to protect the most awe-inspiring, magnificent animal on the planet.