

# HOW MANY ELEPHANTS

England & Wales · Charity number 1186238

## Details

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Other names	HME
Status	Registered
Legal form	CIO
Registered	2019-11-08
Register	<a href="#">View on the Charity Commission register</a>

## Contact

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Website	<a href="http://www.howmanyelephants.org">www.howmanyelephants.org</a>

## Activities

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**Objects:** THE OBJECT OF THE CIO IS TO PROMOTE FOR THE PUBLIC BENEFIT: THE CARE AND PROTECTION OF AFRICAN ELEPHANTS IN THEIR NATURAL ENVIRONMENT, IN PARTICULAR, BUT NOT EXCLUSIVELY BY:(1) EDUCATING THE PUBLIC ABOUT MATTERS RELATING TO ELEPHANT CONSERVATION AND INCREASING AWARENESS OF THE RISKS OF EXTINCTION CAUSED BY POACHING FOR THE IVORY TRADE, HABITAT LOSS AND THE IMPACT OF HUMAN-ELEPHANT CONFRONTATION. (2) MAKING GRANTS TO OTHER CHARITIES AND NON-GOVERNMENTAL ORGANISATIONS TO SUPPORT ANTI-POACHING, REWILDING AND CONSERVATION INITIATIVES.THE SUPPORT AND PROMOTION OF WILDLIFE RANGERS GLOBALLY, WITH A FOCUS ON FEMALE RANGERS, IN PARTICULAR, BUT NOT EXCLUSIVELY BY: (1) HOSTING WORLD FEMALE RANGER WEEK (JUNE 23-30) – AN ANNUAL EVENT DEDICATED TO PROMOTING AND FUNDRAISING FOR FEMALE RANGERS GLOBALLY(2) MAKING GRANTS TO FEMALE AND MIXED RANGER TEAMS TO SUPPORT THEIR CONSERVATION WORK

**Activities:** How Many Elephants (HME) protects African elephants and empowers women to protect nature. It amplifies female ranger voices through World Female Ranger Week (500m reach), enables human-elephant-conflict mitigation through the HME Beehive Fence project, and supports grassroots conservation through grants, storytelling, advocacy, education, and community-led action. Founded by Holly Budge.

## Classification

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- **How:** Makes Grants To Organisations, Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Acts As An Umbrella Or Resource Body
- **What:** General Charitable Purposes, Education/training, Arts/culture/heritage/science, Animals, Environment/conservation/heritage, Human Rights/religious Or Racial Harmony/equality Or Diversity
- **Who:** Other Charities Or Voluntary Bodies, Other Defined Groups, The General Public/mankind

## Geography

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- Australia
- Botswana
- Colombia
- India
- Indonesia
- Kenya
- Liberia
- Malawi
- Mozambique
- Nepal
- Nigeria
- South Africa
- Tanzania
- Uganda
- Zambia
- Zimbabwe
- Throughout England And Wales

## Finances

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Period end	Income	Expenditure	Assets	Employees
2024-12-31	£45,882	£45,713	-	-
2023-12-31	£52,444	£56,833	-	-
2022-12-31	£73,230	£65,720	-	-
2021-12-31	£70,322	£39,890	-	-
2020-12-31	£24,892	£19,246	-	-

## Trustees

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Name	Role	Appointed
<b>Holly Claire Budge</b>	Chair	2019-11-08
Duncan Oliphant		2025-03-24
Elizabeth Drayton		2025-04-16
Jennifer Thomas		2025-04-18
Paula Atherill		2025-01-08

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## HOW MANY ELEPHANTS

England & Wales - Charity number 1186238

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# Accounts

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Image: Brent Stirton



**ANNUAL REPORT 2024**

**How Many Elephants**  
UK Registered Charity (1186238)  
[www.howmanyelephants.org](http://www.howmanyelephants.org)

# WHATS INSIDE

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**Where it all began:** Designed and made by designer and founder of How Many Elephants, Holly Budge, the '96 Elephants a Day' Necklace has won multiple design awards so far. Made in vegetable ivory to show the daily poaching rate in Africa, Holly is using design as a powerful communication tool to bridge the gap between scientific information and human connection.



# OUR VISION



A thriving natural world that women are empowered to protect.

Honest

Open

Fair

Investment

Promotion

Collaboration



Scale up the female ranger movement by raising funding for female ranger organisations to train, equip & deploy additional rangers

Raise profile of female rangers to build awareness & attract donors

Promote gender equality in the conservation arena, to enhance conservation efforts and strengthen relationships within communities.

Raise awareness of the African elephant crisis by educating a global audience about the devastating impacts of the ivory trade & human-elephant conflict.

Build an inclusive, culturally diverse, and vibrant community of female wildlife rangers from around the world. A place to share their stories, have access to peer support, offer and receive advice, and impart knowledge/best practice.

VISION

VALUES

FOCUS

OBJECTIVES

# LETTER FROM CHAIR

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HOLLY BUDGE



Dear Friends,

Reflecting on this past year, one thing is clear: while humans dominate much of this planet, we are just one part of a much bigger story. Our survival is deeply tied to the health of Earth's ecosystems - clean air, fresh water, fertile soil, and the extraordinary diversity of life surrounding us. Yet, our impact is undeniable. Over 75% of the planet's land surface has been altered by human activity, and species are disappearing at up to 1,000 times the natural rate.

But there is hope. And it lies in what we choose to do next. We have the power to halt global warming, protect wildlife from industrial-scale slaughter, and stand alongside Indigenous communities as guardians of their lands. We must urgently rethink and reshape our relationship with nature to do so.

The past few years have revealed how deeply interconnected we all are. Climate change, biodiversity loss, and global health crises have shown us that no issue exists in isolation. What happens in one part of the world affects us all. This realization calls for rapid, collective action.

At the heart of that action are the rangers - dedicated individuals on the frontlines of conservation. During the pandemic, many rangers lost their livelihoods as tourism revenue vanished. A single ranger in Africa often supports up to 16 family members, so the ripple effects were devastating, both for communities and conservation efforts.

This is why How Many Elephants has doubled down on our mission. We've supported ranger teams and NGOs working tirelessly to protect wildlife and habitats under increasing threat. Our hugely successful campaign, World Female Ranger Week, has given female rangers a powerful platform to share their stories, inspire others, and show the world what women in conservation leadership can achieve. The global media response has been phenomenal, and the movement continues to grow.

## **Grantmaking**

This year, we've provided grants to incredible organizations, including Tashinga (Zimbabwe), Conservation South Luangwa (Zambia) and Ulinzi Africa Project (Kenya). These teams are creating real change on the ground, and we're proud to stand alongside them.

# LETTER FROM CHAIR

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HOLLY BUDGE



## **Our Purpose**

We believe that while humanity has created many of the problems our planet faces, we also hold the solutions. There's no single fix, but there is a way forward. At How Many Elephants, we remain focused on protecting Africa's elephants from poaching and habitat loss. Equally, we're committed to empowering female rangers - trailblazers who are redefining conservation and transforming their communities.

## **Gratitude**

To our trustees - thank you for your wisdom and guidance as we navigate this complex and ever-evolving landscape. Your support ensures that we stay focused and strategic in our mission.

## **Looking Ahead**

As we move into 2025, we do so with renewed energy and determination. There is much work ahead, but with your support, we will continue to protect Africa's elephants and champion the courageous rangers on the frontlines.

From all of us at How Many Elephants, thank you for standing with us. Your generosity and belief in our mission make everything we do possible.

A handwritten signature of Holly Budge in black ink. The name 'Holly' is written in a cursive, flowing style, followed by a long horizontal line that extends to the right.

Holly Budge  
Founder/ Chairman



WORLD  
FEMALE  
RANGER  
GRANTS

Brought to you by:



© Graphic: Imogen Taylor

## **t** THE TASHINGA INITIATIVE A Wildlife Protection Trust



Abundant wildlife lives in the biodiverse-rich protected areas in Zimbabwe's Mid-Zambezi Region. These are patrolled by wildlife Rangers who are on the frontlines of conservation. To support these extraordinary and brave efforts, the female-led Zimbabwean charitable trust, The Tashinga Initiative, raises funds and implements results-based projects toward securing wildlife and wildlife habitats. Well-funded conservation interventions will bring long-term security to wildlife through maintaining ecosystem balances, preserving important habitats, conserving natural resources, and building resilience.

They monitor activity on laptops using a Wi-Fi connection. Due to increased load shedding (scheduled power cuts), they were down to just 3.5 hours of electricity daily. Electricity is vital to power equipment such as fence alarms, walk-talkies, radio repeaters, etc. If all systems fail, none of their battery backups are assigned to last longer than three hours. We installed solar panels so they can charge bigger batteries to last throughout the night.



*"You deserve every pound that you can raise for the extraordinary work that you undertake."*

**Lynne Taylor**  
Executive Director  
Tashinga Initiative

**WE SUPPORT  
MEASURABLE  
IMPACT**



# OUR GRANTEEES



The vision of Conservation South Luangwa (CSL) is the long-term survival of wildlife and habitats in South Luangwa under the custodianship of the Zambian people.

Since officially registering in 2003, CSL has worked in partnership with Zambia's Department of National Parks and Wildlife (DNPW) on the frontline of wildlife conservation and human-wildlife coexistence in the South Luangwa Valley. CSL works to protect the 1,400,000 hectares of largely intact wilderness in eastern Zambia that make up the South Luangwa National Park and surrounding game management areas.

CSL practices a multi-faceted approach to wildlife resource management and protection, working in collaboration with DNPW to implement counter-trade/trafficking measures, including anti-poaching foot patrols, aerial surveillance, sniffer dog detection, and tracking work, alongside direct community engagement with people living alongside the wildlife of the South Luangwa Valley.



*"Thank you for all you do for women in conservation."*

**Rachel McRobb**  
CEO  
Conservation South Luangwa

**WE SUPPORT  
AWARENESS  
PROJECTS**



# OUR GRANTEEES



ULINZI AFRICA  
FOUNDATION



Ulinzi Africa Foundation is dedicated to the protection of Kenya's rich biodiversity, focusing on the Tana ecosystem. Through ranger-led patrols, marine conservation, and legal advocacy, we fight for a future where wildlife thrives and communities flourish. Founded by conservationist Raabia Hawa, our work began with a single mission: to defend Africa's wildlife from poaching and exploitation. Today, we continue that fight, expanding our reach, strengthening our impact, and inspiring change.



*"We really appreciate your support!"*

**Raabia Hawa**  
Director  
UAF



WE SUPPORT  
GENDER  
EQUALITY



W  R L D  
 F E M A L E  
 R A N G E R  
 A W A R D S  
 2024

Real women, real stories and real impact; The World Female Ranger Awards give international recognition to female wildlife rangers who have shown exemplary service and commitment to conservation.

Brought to you by:



Image: Purnima Devi Barman

# AWARD WINNER

RAABIA HAWA



**The World Female Ranger Award winner is Raabia Hawa from Kenya.**

Raabia is a true force of nature! As the Founder of Ulinzi Africa Foundation (UAF), Raabia leads East Africa's first NGO dedicated to ranger welfare. Her vision is to transform the Tana Delta Ecosystem – a UNESCO RAMSAR site – into a safe haven for wildlife, preserving elephant 'maternity wards' and 'retirement forests.'

With her team of 12 rangers, Raabia patrols tirelessly to remove snares, track poachers, and protect elephants, rhinos, lions, giraffes, and sea turtles – to name just a few. Her mission doesn't stop there; Raabia works hand-in-hand with local communities to turn poaching hotspots into thriving, healthy ecosystems.



*"This award is unexpected and so wonderful! Thank you, How Many Elephants, for championing women in this male-dominated field." **Raabia Hawa***

# AWARD WINNER

KATERINE PALACIO AYALA



## The World Female Ranger 'Resilience' Award Winner is Katerine Palacio Ayala from Columbia.

Her work spans ecological restoration, sustainable development, and species research, all grounded in a collaborative approach with Indigenous and Afro-descendant communities. In Los Katíos, she led a participatory restoration initiative that converted over 20 hectares of monocultures into thriving agroforestry systems, while in Sanquianga, she developed sustainable economic alternatives benefiting over 100 women, including ecotourism, shellfish cooperatives, and waste management campaigns.

Katerine's research on species like jaguars, Baird's tapirs, and the Northern Screamer has expanded biodiversity knowledge, and her community-focused workshops have strengthened conservation practices along the Atrato River Basin. Additionally, her educational outreach, from mentoring school research to promoting animal welfare, showcases her dedication to integrating technical expertise with local traditions, empowering communities and advancing Colombia's conservation efforts.



*"I feel very honoured by this recognition and I accept this award with great gratitude and commitment to conservation."*

**Katerine Palacio Ayala**

# AWARD WINNER

JANET SAKALA



**The World Female Ranger 'Leadership' Award Winner is Janet Sakala from Zambia.**

Janet is the leader of Zambia's Conservation South Luangwa (CSL) K9 Unit and a key player in combating illegal wildlife trafficking.

Janet and her team have contributed to 47 arrests, 52 firearm seizures, and over 150 successful operations in 2023. Her work bridges local communities and conservation efforts, proving that women can drive impactful change.

*"I am thrilled and delighted that Janet Sakala, has been awarded this award, honouring her groundbreaking and impactful work in the field a testament to the incredible work being done by women on the frontlines of conservation."* Benson Kanyembo - Law Enforcement Officer at CSL.

Kindly sponsored by



*"To all the female rangers around the world, keep pushing forward. Your contributions are making a significant difference."*

**Janet Sakala**

# AWARD WINNER

DR. SONALI GHOSH



**The World Female Ranger 'Trailblazer' Award Winner is Dr. Sonali Ghosh from India.**

As the first female Field Director of Kaziranga National Park, India, Dr. Sonali Ghosh shattered gender norms by establishing an all-female rhino protection unit and achieving a historic zero poaching year. Her work extends to leadership roles in UNESCO and India's Project Tiger, exemplifying excellence in biodiversity conservation.



*"This award is for every girl and young woman who dared to dream. Thank you, How Many Elephants, for encouraging us to protect mother nature."* **Dr. Sonali Ghosh**

Brought to you by:



HOW.MANY.ELEPHANTS

A woman in the foreground is wearing a blue sari with a gold and green border. She has a black headdress with a large yellow tassel. She is smiling and looking towards the camera. In the background, several other women are wearing similar headdresses and saris, some in white and pink, others in red and white. They are standing in a field.

**WORLD  
FEMALE  
RANGER  
WEEK**

JUNE 23-30

# Supporting Women Saving Biodiversity



WORLD  
FEMALE  
RANGER  
WEEK  
JUNE 23-30

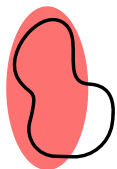
**World Female Ranger Week launched on June 23-30, 2022,  
and amplified the voices and impact of female wildlife rangers  
on a global stage.**

The inspiration behind World Female Ranger Week was our founder, Holly Budge, and the time she has spent patrolling with multiple ranger teams across Africa. She's seen first-hand how these bold women impact lives, protect wildlife, uplift communities, and empower other women.

But they need allies...

Why is the focus on women? As champions of wildlife conservation, role models, educators and beacons of hope, female rangers are not only transforming attitudes towards the role of women around the world. They are showing the capabilities and success of females in traditionally male roles.

With women being naturally good communicators and protectors and investing their earned income in their families, Holly firmly believes that bringing gender equality into the ranger workforce will enhance community conservation efforts and relationships.



WE SUPPORT  
REAL  
ROLE MODELS

*Brought to you by:*



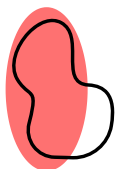
# Supporting Women Saving Biodiversity



**WORLD  
FEMALE  
RANGER  
WEEK**  
JUNE 23-30



Together, we shone a light on the remarkable work of >1000 female rangers from 35+ countries.



**WE SUPPORT  
REAL  
ROLE MODELS**

*Brought to you by:*





Image: Julie Oldroyd



[www.howmanyelephants.org](http://www.howmanyelephants.org)

# OUR TEAM



## **HOLLY BUDGE**

*Founder/ Chair*

Be inspired to think big and dream bigger when you meet Holly. Her passion, purpose and self-belief are contagious. She's a world-class adventurer, the first woman to skydive Everest and has climbed to the summit of Everest, fundraising over £450K.



## **BARRY PAGE**

*Treasurer*

Barry's interest in wildlife evolved alongside his corporate professional career, during which he held a number of senior management positions for some of the leading professional consulting firms, including PwC and Ernst & Young.



## **MARTIN DANCY**

*Trustee*

Martin did not hesitate to support How Many Elephants as a Trustee as he shares Holly's passion for wild and domestic animals. Martin has a wealth of experience as an entrepreneur and brings wisdom and guidance to the charity.



## **JIM WILSON**

*Trustee*

Jim is a designer, maker and educator. He grew up in the rural west country in the UK where he developed a lifelong interest in wildlife and the natural world. Jim works at all scales from jewellery to architectural.

# OUR AMBASSADORS



## **DR. GLADYS KALEMA-ZIKUSOKA**

Gladys is the founder/CEO of Conservation Through Public Health that promotes biodiversity conservation by enabling people, gorillas and other wildlife to coexist through improving their health and livelihoods in and around Africa's protected areas and wildlife rich habitats.

*"Gender equity in the conservation arena is such an important and prevalent topic. There is still much work to do but World Female Ranger Week plays a key role in raising awareness of the work of female rangers and women in conversation in the broader picture. Great thanks to Holly Budge and her team at How Many Elephants for bringing this to the fore."*



## **FIONA JEFFERY OBE**

Fiona is founder of Just a Drop NGO.

*"World Female Ranger Week gives recognition and voice to both the courage and outstanding conservation work undertaken by female rangers. Proof that gender equality knows no bounds. I'm proud to be an Ambassador and help champion these incredible women."*



## **PURNIMA DEVI BARMAN**

Purnima is the founder of the Hargila Army.

*"World Female Ranger Week shines a spotlight on the fearless women working on the front lines. Facing daily dangers, these women deserve our recognition and celebration. Each of us can help make a difference."*

# OUR AMBASSADORS



## **BENSON KANYEMBO**

Benson is a Law Enforcement Advisor at Conservation South Luangwa in Zambia.

*"World Female Ranger Week honors the courageous women on the front lines who confront danger daily. Their dedication deserves our recognition and celebration. Let's continue to support and uplift their impactful efforts!"*



## **SHELLEY COX**

A born and bred Zimbabwean, Shelley is deeply passionate about Zimbabwe and Africa as a whole: its wildlife, its diverse and wild landscapes, and its incredible people.

*"As perspectives on the importance of women in conservation change, and important awareness campaigns such as World Female Ranger Week provide a more visible representation and recognition of the effectiveness of women in conservation, other women are inspired to take up the call to have greater responsibility and positive impacts on the well being of our planet."*



## **CHRIS MEARS**

Managing Director of ATTA & Experience Africa, Chris has spent all his career involved with African Tourism and has a deep-seated passion for the continent having travelled extensively including overland from London to South Africa with extended periods of time in Tanzania.

*"I'm delighted to be an ambassador for World Female Ranger Week. Holly and her team at How Many Elephants are doing a great job at highlighting the gender gap in the field of conservation."*

# OUR AMBASSADORS



## GRAHAM FINK

Graham Fink is a Multimedia Artist and Founder of Fink Different. Graham is a rare breed. He is an articulate and brilliant creative who tells great stories. He is dynamite in the world of advertising and has a huge wealth of knowledge and experience behind him.

*"World Female Ranger Week is not only a pioneering campaign in its subject matter but also in its creative approach. The unarmed rangers use words as weapons - invoking the power of Storytelling. It's proving to be incredibly effective in reducing the numbers of elephants poached each day."*



## JENNY DESMOND

Jenny is the founder of Liberia Chimp Rescue Protection.

*"World Female Ranger Week is such an exciting and important event. We celebrate the invaluable role women play in the protection and conservation of the world's wildlife and recognize these incredibly brave and resourceful individuals. We stand by them in solidarity as they face extraordinary challenges and achieve remarkable successes everyday, across the globe."*



## LARISSA HALE

Larissa founded the Yuku Baja Muliku Land Corporation and the Queensland Indigenous Women Rangers Network.

*"A major part of what I fight for, is to be able to look after our land, our people, and our future. Pride in our country is linked to caring for our country and our people."*

# OUR AMBASSADORS



## MELISSA FOLEY

Melissa is the founder of All About Africa.

*"Supporting the brave women who protect our natural heritage is not just an honour, but a responsibility we all share. These remarkable rangers exemplify the strength and resilience of women in conservation, and their work is vital for a sustainable future."*



## NESTAR PHAKATI

Nestar is a Wildlife Justice & Rule of Law Consultant.

*"Gender equality in the field of conservation is a game changer and gives us a win win opportunity. World Female Ranger Week pays tribute to brave women on the front lines. These women face danger every day and deserve our recognition and celebration."*



## JEN THOMAS

Author of Nature's Wisdom – Life Lessons From Mother Earth.

*"Rebalancing our relationship with nature is more vital than ever and rebalancing gender equality is an essential aspect of that. I am delighted to be an ambassador of these incredible women leading the way and laying an inspiring foundation for our future. I celebrate you!"*

# OUR AMBASSADORS



## LILIAN RAMPIN

Lilian is a biologist at Oncafari

*"We're excited to keep evolving in the areas we specialise within. We're focused on becoming even better, to create an even bigger impact in the ecotourism sector and in collecting critical scientific data."*



## BAM ARROGANCIA

Bam is the President of the Gibbon Conservation Society.

*"When I'm feeling especially discouraged, I imagine the day my gibbons are all released. Throwing open the door, I dream of hearing them sing in the wild."*



## PAULA ATHERILL

Paula is a long-standing ambassador for How Many Elephants. We have been delighted to also have her on board as an ambassador for World Female Ranger Week.

*"World Female Ranger Week celebrates the brave women on the front line helping to protect animals at risk of human-wildlife conflict. These women put themselves in danger every day and deserve to be acknowledged and celebrated. You don't need to be a Ranger to have an impact. We can all get involved and make a difference".*

# OUR AMBASSADORS



## REBECCA WOOLFORD

Rebecca is the co-Founder of Kiwano Tourism.

*"We cannot solve the climate crisis without gender equality. Despite being roughly half the people on the planet women rarely have equal representation in climate and conservation spaces. This isn't just bad for women. It's bad for everyone, so I'm delighted to be an Ambassador of World Female Ranger Week."*



## HONOUR WAY

Honour is the founder of Honour Way Travel PR.

*"All rangers do an amazing job, but it is especially heartening to see more women taking on these challenging roles, particularly from smaller rural communities. I've long admired Holly for her incredible work with How Many Elephants and for establishing World Female Ranger Week to raise awareness for female rangers globally."*



## PATRICIA SIMS

Patricia is the founder of World Elephant Day.

*"Empowering women's roles in conservation and promoting gender equality are among the most important strategies we can utilize to ensure diverse perspectives and a balanced, effective approach to protecting wildlife and habitats for future generations."*

Extinction  
means forever  
Endangered  
means act now

*Holly Budge*



# HOW MANY ELEPHANTS WINS



## WE SPOKE AT THE WORLD RANGER CONGRESS IN FRANCE

We were honoured to speak at the World Ranger Congress in France, highlighting the crucial role of building an inclusive and diverse ranger workforce, with a special focus on empowering female rangers. 🌍



## WE'RE SUPPORTING A DIRECT-ACTION HUMAN-ELEPHANT COEXISTENCE PROJECT IN TANZANIA



Even though human-elephant conflict is escalating in Tanzania and across Africa, we're changing that with beehive fences! Elephant crop raids have dropped by a whopping 91% through our work at How Many Elephants and our direct-action partner, Wild Survivors. Elephants are protected, crops are pollinated, and local women gain an income. It's a win, win, win!



## THOUGHT LEADER I HEAR YOU SAY...

We're delighted that our founder, Holly Budge, received a Gold Stevie® Award for 'Female Thought Leader of the Year in Non-Profit'.  
*"We are truly honoured to win this award for the work and impact of How Many Elephants and our highly successful initiative, World Female Ranger Week!"*

# HOW MANY ELEPHANTS WINS



## WE DELIVERED A KEYNOTE TO THE SOUTH AUSTRALIAN RANGER ASSOCIATION

What a privilege to deliver a keynote talk to the South Australian Ranger Association (SARA) in Adelaide, with 45 incredible women joining both in person and online! The energy in the room was electric. It was inspiring to connect with these passionate female rangers, who are not only protecting South Australia's unique biodiversity but are stepping up as leaders in the global conservation community.



## WE GAVE A TEDX TALK

Our founder, Holly Budge, did a TEDx talk entitled 'Why Big Audacious Goals Can Transform Your Life'.

Check it out the TEDx [here](#).



## PROUD 'ATTA® FOR ACTION' MEMBER & AWARD WINNER

We were delighted to win the ATTA® for Action 'Digital Storytelling Champion' Award. Thanks for your support ATTA!



# HOW MANY ELEPHANTS WINS



## WE GOT PUBLISHED IN ADVENTURE.COM

"I'm not a female ranger. I'm a ranger": Meet the women dedicating their lives to saving animals from extinction"

Read full article [here](#).



## WE GOT OUR FIRST MALE RANGER AMBASSADOR FOR WORLD FEMALE RANGER WEEK

Benson Kanyembo is a Law Enforcement Advisor at Conservation South Luangwa in Zambia. *"World Female Ranger Week honors the courageous women on the front lines who confront danger daily. Their dedication deserves our recognition and celebration. Let's continue to support and uplift their impactful efforts!"*



## WE EXHIBITED IN LONDON

We set up a new iteration of the How Many Elephants global travelling exhibition, this time exhibiting just 96 elephants. Although we say just 96, this represents one day of poaching in Africa. Gulp! Thanks to the Mission Group for hosting the exhibition.

# HOW MANY ELEPHANTS WINS



## WE WERE LIVE ON BBC WOMANS HOUR

Fabulous to be interviewed live on BBC Woman's Hour during World Female Ranger Week, talking about the campaign and the impact of female rangers in the field of conservation.

Listen to the interview [here](#).



## WE SOLD MERCH

Our vibrant handmade stationery collection has a purpose beyond looking fabulous! Each sale champions and supports female wildlife rangers working on the front line of wildlife conservation.

Visit our shop [here](#).



## WE STAYED ABOVE WATER!

We are now coming to the end of our sixth year as a registered charity, and it has been one hell of a ride so far! Navigating the charity space over the past few years has been a challenge. But we have dug deep, rolled our sleeves up, and kept going. A huge thanks to our team of trustees and supporters.

## STATEMENT OF ACTIVITIES 2024

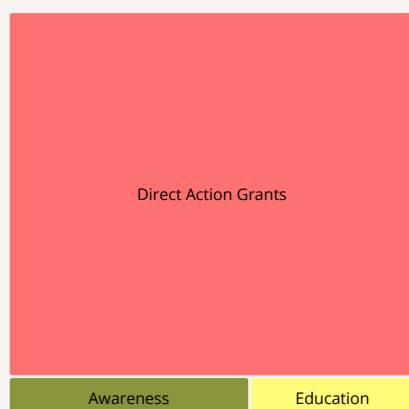
### INCOME & SUPPORT

Unrestricted donations	£8,198.15
Restricted donations	£7,714.14
Other income	£257.79
In-Kind Donations	£29,712
<b>TOTAL INCOME &amp; IN-KIND</b>	<b>£45,882.08</b>

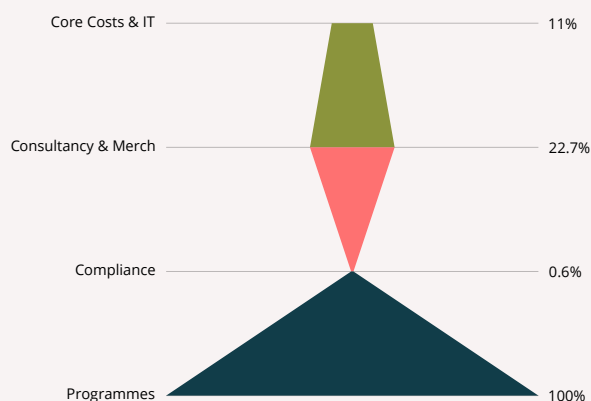
### EXPENSES

Programme: Direct Action Grants	£10,692.58
Programme: Education	£495.00
Programme: Awareness	£720.23
Core Admin & IT	£1,311.83
Consultancy & Merch Costs	£2,707.64
Compliance Costs	£74.78
In-Kind Work	£29,712.00
<b>TOTAL EXPENSES &amp; IN-KIND</b>	<b>£45,713.56</b>
Total Profit/ Loss	£168.52

### EXPENSES BY PROGRAMMES



### EXPENSES BY TYPE



# TREASURER'S REPORT

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Thanks to the continued efforts of our small and dedicated team, particularly our Chair, Holly Budge - a total of £45,882.08 was raised this year through a combination of financial donations, in-kind support, and merchandise sales.

Of this total:

- £8,198.15 came from unrestricted donations
- £7,714.14 from restricted donations
- £257.79 from other income streams
- And £29,712 was contributed as in-kind donations

This income enabled us to support all three of our programme areas: Direct Action, Education, and Awareness, while keeping our core running costs exceptionally low.

Expenses & Allocation:

- 82.7% of our financial expenditure went directly to supporting NGOs through our Direct Action Grants (£10,692.58)
- 3.8% supported Education (£495)
- 5.6% went toward Awareness initiatives (£720.23)
- Core Admin & IT costs were just £1,311.83, representing a lean 2.9% of overall spend
- Consultancy and merchandise costs totalled £2,707.64
- Compliance costs remained minimal at £74.78

In-kind contributions (valued at £29,712) played a vital role in keeping costs down and impact up. We are pleased to report a modest surplus of £168.52 at year-end.

As in previous years, no Trustees received any remuneration or expense reimbursements, and our Risk Register and reserves continue to be actively monitored.

The charity remains committed to minimising core costs, delivering high-impact programmes, and ensuring good governance at every level. The financial strategy remains firmly focused on long-term sustainability and scaling our conservation impact for future generations.

Barry Page  
Treasurer

# INDEPENDENT EXAMINERS REPORT



I report to the trustees on my examination of the accounts of the above charity for the year ended 31<sup>st</sup> December 2024, including the statement of financial activities, Balance Sheet, and related notes.

## Responsibilities and basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act, and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

## Independent Examiners Statement:

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

- Accounting records were not kept in respect of the charity as required by section 130 of the Act; or
- the accounts do not accord with those records; or
- the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report to enable a proper understanding of the accounts to be reached.

Helen Moloney  
7<sup>th</sup> May 2025

Self Employed Book Keeper  
14 Abbey Road  
Medstead  
GU34 5PB

# GET INVOLVED

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- **Join our herd** on social media to help us spread awareness. @howmanyelephants
- **Donate** online at [www.howmanyelephants.org](http://www.howmanyelephants.org). Every little bit helps make a difference.
- **Fundraise.** Have a birthday coming up? Fancy a challenge? Create your very own fundraising page on [www.worldfemalerangerweek.org](http://www.worldfemalerangerweek.org)
- **Partner with us** - We believe long-term strategic partnerships are essential. Contact us at [gulp@howmanyelephants.org](mailto:gulp@howmanyelephants.org) to find out more.
- **Collaborate with us** - Are you a designer, artist, photographer, writer, scientist, politician, teacher, student, a business owner? If you have passion, time and skills, we'd love to hear from you.
- **Leave a legacy** - Your donation makes a huge difference to the future survival of African elephants and the rangers protecting them.
- **Become a volunteer** - We know from experience that when passionate and like-minded people join together, the sparks start flying. If you have a burning desire to offer your time and skills, we have a number of exciting roles for you.
- **Sign up for our newsletter** online at [www.howmanyelephants.org](http://www.howmanyelephants.org)
- **Request a speaker for your next event.** Contact us at [gulp@howmanyelephants.org](mailto:gulp@howmanyelephants.org)
- **Buy our merchandise** - buy our beautiful handmade stationery and artwork. Each sale supports direct-action projects. [www.howmanyelephants.shop](http://www.howmanyelephants.shop)

Join our herd!

 @howmanyelephants

 @howmanyelephants



Credit: Amish Chhagan



**How Many Elephants**  
UK Registered Charity (1186238)

@howmanyelephants  
gulp@howmanyelephants.org  
www.howmanyelephants.org

## HOW MANY ELEPHANTS

England & Wales - Charity number 1186238

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# Accounts

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Image: Hannah Strand

## ANNUAL REPORT 2023



**How Many Elephants**  
UK Registered Charity (1186238)  
[www.howmanyelephants.org](http://www.howmanyelephants.org)

# WHATS INSIDE

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**Where it all began:** Designed and made by designer and founder of How Many Elephants, Holly Budge, the '96 Elephants a Day' Necklace has won multiple design awards so far. Made in vegetable ivory to show the daily poaching rate in Africa, Holly is using design as a powerful communication tool to bridge the gap between scientific information and human connection.



# OUR VISION



A thriving natural world that women are empowered to protect.

VISION

Honest

Open

Fair

VALUES

Investment

Promotion

Collaboration

FOCUS



Scale up the female ranger movement by raising funding for female ranger organisations to train, equip & deploy additional rangers

Raise profile of female rangers to build awareness & attract donors

Promote gender equality in the conservation arena, to enhance conservation efforts and strengthen relationships within communities.

Raise awareness of the African elephant crisis by educating a global audience about the devastating impacts of the ivory trade.

Build an inclusive, culturally diverse, and vibrant community of female wildlife rangers from around the world. A place to share their stories, have access to peer support, offer and receive advice, and impart knowledge/best practice.

OBJECTIVES

# LETTER FROM CHAIR

---

HOLLY BUDGE



Dear Friends,

As I reflect on this past year, I'm reminded of the undeniable truth that Earth, though largely dominated by humanity, is shared with many other species whose survival is intricately linked to our own. Our existence depends on the health of the planet's ecosystems—clean air, fresh water, fertile soil, and the abundance of life surrounding us. Yet, our impact on this planet is immense, with over 75% of its land surface altered by human activity. Species are disappearing at rates up to 1,000 times the natural background level, driven by our actions.

But there is hope, and it lies within our collective power to change the course of history. We have the capacity to halt global warming, end the industrial-scale slaughter of wildlife, and protect the rights and lands of indigenous communities. To achieve this, we must urgently transform our relationship with nature.

The last few years have taught us invaluable lessons. The interconnectedness of climate change, biodiversity loss, and global pandemics has shown that no problem is too distant to affect us. The challenges we face are not isolated; they are deeply interwoven with the health of our planet and all its inhabitants. This realization demands that we adapt quickly and work together to find solutions.

At the heart of our mission, rangers play a crucial role in safeguarding wildlife and protecting ecosystems. During the pandemic, the lack of tourism revenue had a devastating impact on these brave individuals. Many lost their jobs or faced significant salary cuts, which had far-reaching consequences for their families and communities. A single ranger in Africa often supports up to 16 family members, so their well-being is paramount not only to conservation efforts but also to the fabric of their societies.

In response, How Many Elephants has worked tirelessly to support NGOs and ranger organizations on the frontlines of conservation. We launched World Female Ranger Week to shine a spotlight on the remarkable work of female rangers across the globe. The media coverage has been phenomenal, giving these incredible women a voice on the world stage and inspiring countless others.

# LETTER FROM CHAIR

---

HOLLY BUDGE



## **Grantmaking**

The grants we've awarded this year reflect our continued commitment to supporting rangers and conservation efforts globally. Among the beneficiaries are The Black Mambas in South Africa, the Mara Elephant Project in Kenya, the Sumatran Ranger Project in Indonesia, the Gibbon Conservation Society in Malaysia, and Liberia Chimp Rescue. These organizations are making a tangible difference on the ground, and we are proud to stand alongside them in their vital work.

## **Public Benefit Statement**

Our public benefit statement serves as a reminder that while humanity may be the problem, we also hold the solution. There is no single remedy for a planet in distress, but there is a course of treatment, and it involves all of us. At How Many Elephants, our focus remains steadfast on preserving African elephants, whose existence is under threat from poaching and habitat destruction. We are also dedicated to empowering female rangers, whose role in conservation is both crucial and inspiring.

## **Trustees**

I would like to extend my deepest thanks to our trustees, who continue to guide the strategic direction of How Many Elephants with wisdom and dedication. Their support helps us navigate the complexities of conservation and ensures that we remain focused on our mission.

## **Moving Forwards**

As we look towards 2024, we do so with a renewed sense of purpose and a commitment to making a difference. Our work is far from over, but with your continued support, we will push forward with bright eyes and warm hearts, determined to protect the magnificent elephants of Africa and support the brave rangers who defend them.

To all our supporters, thank you. Your loyalty and generosity enable us to achieve what we do, and for that, we are deeply grateful.

A handwritten signature in black ink that reads "Holly". The signature is written in a cursive style and is underlined with a single horizontal stroke.

Holly Budge  
Founder/ Chairman



W  RLD  
FEMALE  
RANGER  
GRANTS

Brought to you by:



© Graphic: Imogen Taylor



## PATROL VEHICLE PURCHASE

### SOUTH AFRICA

The Black Mambas are the first all-female anti-poaching unit in Africa and are based near Phalaborwa in South Africa. Since their inception in 2013, elephant and rhino poaching has reduced by 76%. These women are working hard to protect wildlife and wild spaces and educate local communities on conserving and preserving their natural heritage.

We purchased an additional 4x4 vehicle to enhance their daily patrols. This vehicle has enabled the rangers to monitor more of the landscape and travel to more rural schools allowing more pupils to get involved in community vegetable gardens, tree planting, social sciences and sustainable environmental management.

The Black Mambas also run a 'Bush Grannies' programme. As grandmothers commonly raise the children while the parents go out to work, many have never seen wildlife in their natural habitat. We are helping to change that. The rangers take the 'grannies' out into the bush in a vehicle to see first-hand how the animals live and learn about the value of protecting them for future generations. They then relay these stories to their grandchildren and help educate them on the importance of protecting local biodiversity.



*"At first, people were sceptical that we, women, could do this traditionally male job and be good at it. Now we have their full support. This extra vehicle helps support our operations greatly."*

**Tsakane Nxumalo**  
Black Mamba Ranger

# OUR GRANTEEES



## SOLAR POWER FOR 'OPS' ROOM

### SOUTH AFRICA

The Black Mambas are the first all-female anti-poaching unit in Africa. Day and night, these female rangers patrol vast wilderness areas, monitor wildlife, seize snares, and work with communities to save iconic species, including elephants, from extinction. Their activities are monitored from a central 'Operations' Room, where some Black Mambas can be found in the early morning hours when the poaching threat is at its highest.

They monitor activity on laptops using a Wi-Fi connection. Due to increased load shedding (scheduled power cuts), they were down to just 3.5 hours of electricity daily. Electricity is vital to power equipment such as fence alarms, walk-talkies, radio repeaters, etc. If all systems fail, none of their battery backups are assigned to last longer than three hours. We installed solar panels so they can charge bigger batteries to last throughout the night.



*"We want to express our gratitude for the wonderful kindness and generosity shown by How Many Elephants towards the Black Mambas and the Bush Babies."*

**The Black Mambas**



**WE SUPPORT  
MEASURABLE  
IMPACT**



## BLACK MAMBA, LEITAH, ATTENDS JACKSON WILD FILM FESTIVAL

RHINO MAN is an award-winning documentary about the courageous rangers who risk their lives to protect South Africa's rhinos from poaching syndicates.

At How Many Elephants, we proudly supported Black Mamba Ranger, Leitah, so she could attend the Jackson Wild Film Festival along with the Rhino Man team, where there was a pre-release screening and a Q&A.

“

*“Rhino Man highlights the immense debt we owe to rangers, the true heroes, in our efforts to protect the world's wildlife.”*

**Dr. Jane Goodall, DBE**  
Founder of The Jane Goodall Institute  
& UN Messenger  
of Hope



WE SUPPORT  
AWARENESS  
PROJECTS

# OUR GRANTEEES



## REHABILITATE CHIMPS

### LIBERIA

Grace Kotee Zansi, our World Female Ranger Award Winner, actively works with Liberia Chimpanzee Rescue & Protection (LCRP). LCRP is Liberia's first and only chimpanzee sanctuary. It rescues victims of the illegal bushmeat and pet trade. Grace is a biologist, elephant tracker, and ranger who works with LCRP.

With over 7,000 chimps living in its dense forests, Liberia is home to the second-largest population of West African chimpanzees. But like many places, Liberia is challenged by climate change and human/wildlife conflict.



*"We celebrate the invaluable role women play in the protection of the world's wildlife. We stand by them in solidarity as they face extraordinary challenges and achieve remarkable successes.."*

**Jenny Desmond**  
Founder of LCRP



**WE SUPPORT  
MEASURABLE  
IMPACT**

# OUR GRANTEEES



## TRAIN FEMALE RANGERS WITHIN THE MAASAI MARA

### KENYA

The Mara Elephant Project (MEP) was established in 2011 to protect elephants and conserve the Greater Mara Ecosystem, Kenya's most important wildlife area and tourism asset.

MEP concentrates on the protection of elephants outside of conservancies, and by doing so, they help protect not only wildlife but also communities and habitats in the Maasai Mara. Their approach is to monitor, evaluate and protect elephants in collaboration with key regional partners.



*"The use of female rangers in the existing MEP teams has proven successful, especially when it comes to human-elephant conflict situations."*

MEP



WE SUPPORT  
GENDER  
EQUALITY

# OUR GRANTEES



## SUPPORT RANGER WORK

### INDONESIA

The Sumatran Ranger Project works with forest-edge communities in and around the Langkat district in North Sumatra province on the island of Sumatra. They work with at least 25 communities settled along the border of the Gunung Leuser National Park to halt activities that threaten the environment and wildlife. Their team of rangers deactivates traps and snares, provides community outreach and education, mitigates and prevents human-wildlife conflict, collects data, and identifies and provides community support.



*"This grassroots community-led programme wouldn't be able to achieve so much without your support and encouragement. We appreciate you so much!"*

**Sumatran Ranger Project**



**WE SUPPORT  
MEASURABLE  
IMPACT**

# OUR GRANTEEES



## REHABILITATE GIBBONS

### MALAYSIA

The Gibbon Conservation Society (GCS), is a Malaysian NGO that was founded in 2013 by Mariani 'Bam' Ramli. She believes it is important to approach conservation from every possible angle to truly solve the issues faced by wildlife. That is why she works towards a comprehensive approach that not only tackles rehabilitation and the wildlife trade but also empowers individuals, collaborates with communities, contributes to scientific research, spreads awareness across the globe, and so much more.



*"To actualise change in wildlife conservation, tangible actions and sustainable partnerships between organisations, women and indigenous communities need to be applied,"*

**Mariani 'Bam' Ramli**  
Founder



**WE SUPPORT  
FEMALE  
EMPOWERMENT**



## SUPPORT TRAINING OF INDIGENOUS FOREST RANGERS

### ECUADOR

Our grant trained 10 Shuar rangers (men and women) at Sacred Forest Foundation in forest conservation, forest patrol, establishment of nurseries for reforestation, and restoration of intervened forests.

The Morona River Basin, which covers approximately 1 million hectares, is an Indigenous territory (Shuar, Achuar, and Wampis) of binational interest. It is located in the border integration zone between Ecuador and Peru and is a large humid tropical forest with biodiversity in fauna, flora, and ichthyological resources.



*"In the last decade, the Morona River Basin been seriously threatened by the unsustainable management of natural resources, such as poaching with firearms, fishing with chemicals and explosives, intense deforestation for monoculture, or the illegal sales of wood."*

**Sacred Forest Foundation**



**WE SUPPORT  
FEMALE  
EMPOWERMENT**



Real women, real stories and real impact; The World Female Ranger Awards give international recognition to female wildlife rangers who have shown exemplary service and commitment to conservation.

*Brought to you by:*



HOW.MANY.ELEPHANTS

W  RLD  
FEMALE  
RANGER  
AWARDS  
2023

Image: Purnima Devi Barman

# AWARD WINNER

LIBERIA



**The World Female Ranger Award winner is Grace Kotee Zansi from Liberia.**

Grace grew up in a remote village and, from a young age, was deeply troubled by the sight of people hunting and consuming wildlife. She made a solemn vow to safeguard Liberia's precious forest resources. Today, the rapid development encroaching upon the East Nimba Nature Reserve is posing a grave threat to its fragile ecosystem. Driven by her childhood pledge, Grace has overcome stereotypical gender norms through her work as a ranger, joining forces with her team to protect Liberia's chimpanzees from poachers, as well as visiting and educating local communities who have had past conflicts with chimpanzees.



*"I dedicate this award to all female rangers in Africa. This is a win for us all. I'm greatly honoured to represent female rangers in Liberia and across the globe who work in extreme conditions to conserve nature. Receiving this award is very exciting for me." **Grace***

# AWARD WINNER

MALAYSIA



**The inaugural World Female Ranger 'Resilience' Award Winner is Bam Ramli, Founder and President of the Gibbon Conservation Society (GCS) in Malaysia.**

Bam single-handedly founded GCS in 2013 after meeting 'Ellek,' a confiscated infant gibbon. Despite her lack of knowledge, she volunteered to care for him and learned everything she could about gibbons. Eventually, Bam encountered other distressed gibbons, and in response, she sold her possessions and moved to a secluded estate to provide a natural home for them. As Bam spoke out against gibbon ownership, she faced backlash, and some villagers labeled her as a 'witch.'

Over the last decade, Bam has faced great adversity in her fight for the gibbons but despite the hardship she has built a strong organization. Today, she and GCS operate two rehabilitation projects. From struggling to afford meals, Bam now provides livelihood opportunities, especially for women and indigenous people.



*"To actualize change in wildlife conservation, tangible actions and sustainable partnerships between organisations, women and indigenous communities need to be applied." **Bam***

# AWARD WINNER

NIGERIA



The inaugural World Female Ranger 'Leadership' Award Winner is Caroline Olory, the first female Conservator of Park for the National Park Service in Nigeria.

Through Caroline's efforts, alongside her team, she has improved park protection and conservation in Cross River National Park and Old Oyo National Park. Caroline has increased the involvement of women in decision-making in communities surrounding the parks and has strengthened park/community relationships with state governments and NGOs. She is a role model to girls in the surrounding communities and schools, piquing their interest in education and conservation.

Often referred to as the "Iron Lady," Caroline has delivered talks on the role of women in wildlife conservation to many university students in Nigeria.



*"Thank you for recognizing the work we do as female rangers, protecting our biodiversity in Nigeria alongside our male counterparts. It is not easy in the midst of men, many of whom still think the place of women should remain in the kitchen." **Caroline***

# AWARD WINNER

INDONESIA



**The inaugural World Female Ranger 'Trailblazer' Award Winner is Pera Pinem from the Sumatran Ranger Project.**

Pera was the only female ranger in North Sumatra (and possibly Indonesia) for three years and has paved the way for women in Indonesia to become rangers.

Through her work, she protects Sumatran elephants, orangutans, and tigers and is actively working with local communities to reduce human/wildlife conflict. To become a ranger, Pera had to go against her family and culture. It was not deemed acceptable for women to be working in the jungle, let alone sleeping beside a man they were not married to or related to. Pera has experienced much prejudice due to her decision to become a ranger but in doing so, has paved the way for other women to become rangers.



*"Winning this award is something I'd never have imagined before. I am very happy and still can't believe this! I feel very blessed for the trust given to me. I am very proud to be a ranger." Pera*

HOW MANY ELEPHANTS  
WORLDWIDE  
FOUNDATION



**W ♡ RLD**  
**FEMALE**  
**RANGER**  
**WEEK**  
JUNE 23-30

Image: Brent Stirton

# Supporting Women Saving Biodiversity



WORLD  
FEMALE  
RANGER  
WEEK  
JUNE 23-30

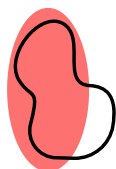
**World Female Ranger Week launched on June 23-30, 2022,  
and amplified the voices and impact of female wildlife rangers  
on a global stage.**

The inspiration behind World Female Ranger Week was our founder, Holly Budge, and the time she has spent patrolling with multiple ranger teams across Africa. She's seen first-hand how these bold women impact lives, protect wildlife, uplift communities, and empower other women.

But they need allies...

Why is the focus on women? As champions of wildlife conservation, role models, educators and beacons of hope, female rangers are not only transforming attitudes towards the role of women around the world. They are showing the capabilities and success of females in traditionally male roles.

With women being naturally good communicators and protectors and investing their earned income in their families, Holly firmly believes that bringing gender equality into the ranger workforce will enhance community conservation efforts and relationships.

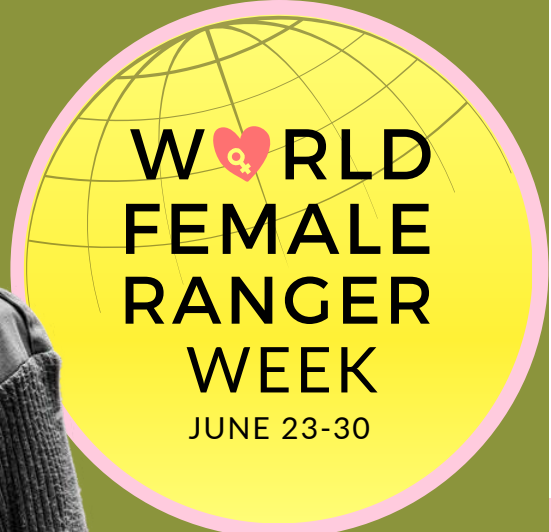


WE SUPPORT  
REAL  
ROLE MODELS

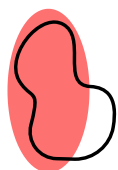
*Brought to you by:*



Supporting  
Women  
Saving  
Biodiversity



Together, we shone a light on the remarkable work of >400 female rangers from 28+ countries.



WE SUPPORT  
REAL  
ROLE MODELS

Brought to you by:





Image: Julie Oldroyd



[www.howmanyelephants.org](http://www.howmanyelephants.org)

# OUR TEAM



## **HOLLY BUDGE**

*Founder/ Chair*

Be inspired to think big and dream bigger when you meet Holly. Her passion, purpose and self-belief are contagious. She's a world-class adventurer, the first woman to skydive Everest and has climbed to the summit of Everest, fundraising over £450K.



## **BARRY PAGE**

*Treasurer*

Barry's interest in wildlife evolved alongside his corporate professional career, during which he held a number of senior management positions for some of the leading professional consulting firms, including PwC and Ernst & Young.



## **MARTIN DANCY**

*Trustee*

Martin did not hesitate to support How Many Elephants as a Trustee as he shares Holly's passion for wild and domestic animals. Martin has a wealth of experience as an entrepreneur and brings wisdom and guidance to the charity.



## **JIM WILSON**

*Trustee*

Jim is a designer, maker and educator. He grew up in the rural west country in the UK where he developed a lifelong interest in wildlife and the natural world. Jim works at all scales from jewellery to architectural.

# OUR AMBASSADORS



## **DR. GLADYS KALEMA-ZIKUSOKA**

Gladys is the founder/CEO of Conservation Through Public Health that promotes biodiversity conservation by enabling people, gorillas and other wildlife to coexist through improving their health and livelihoods in and around Africa's protected areas and wildlife rich habitats.

*"Gender equity in the conservation arena is such an important and prevalent topic. There is still much work to do but World Female Ranger Week plays a key role in raising awareness of the work of female rangers and women in conversation in the broader picture. Great thanks to Holly Budge and her team at How Many Elephants for bringing this to the fore."*



## **FIONA JEFFERY OBE**

Fiona is founder of Just a Drop NGO.

*"World Female Ranger Week gives recognition and voice to both the courage and outstanding conservation work undertaken by female rangers. Proof that gender equality knows no bounds. I'm proud to be an Ambassador and help champion these incredible women."*



## **PAULA ATHERILL**

Paula is a long-standing ambassador for How Many Elephants. We have been delighted to also have her on board as an ambassador for World Female Ranger Week.

*"World Female Ranger Week celebrates the brave women on the front line helping to protect animals at risk of human-wildlife conflict. These women put themselves in danger every day and deserve to be acknowledged and celebrated. You don't need to be a Ranger to have an impact. We can all get involved and make a difference".*

# OUR AMBASSADORS



## COLIN BELL

Colin co-founded Wilderness Safaris in 1983, one of the most successful specialist safari companies in Africa. He describes the green safari model as “one of the fairest ways to partner with local communities and Governments in order to create viable, long-term partnerships that are a winning scenario for wildlife, wildernesses and people.”

*“I’m delighted to be an ambassador for World Female Ranger Week. Holly and her team at How Many Elephants are doing a great job at highlighting the gender gap in the field of conservation.”*



## SHELLEY COX

A born and bred Zimbabwean, Shelley is deeply passionate about Zimbabwe and Africa as a whole: its wildlife, its diverse and wild landscapes, and its incredible people.

*“As perspectives on the importance of women in conservation change, and important awareness campaigns such as World Female Ranger Week provide a more visible representation and recognition of the effectiveness of women in conservation, other women are inspired to take up the call to have greater responsibility and positive impacts on the well being of our planet.”*



## CHRIS MEARS

Managing Director of ATTA & Experience Africa, Chris has spent all his career involved with African Tourism and has a deep-seated passion for the continent having travelled extensively including overland from London to South Africa with extended periods of time in Tanzania.

*“I’m delighted to be an ambassador for World Female Ranger Week. Holly and her team at How Many Elephants are doing a great job at highlighting the gender gap in the field of conservation.”*

# OUR AMBASSADORS



## GRAHAM FINK

Graham Fink is a Multimedia Artist and Founder of Fink Different. Graham is a rare breed. He is an articulate and brilliant creative who tells great stories. He is dynamite in the world of advertising and has a huge wealth of knowledge and experience behind him.

*"World Female Ranger Week is not only a pioneering campaign in its subject matter but also in its creative approach. The unarmed rangers use words as weapons - invoking the power of Storytelling. It's proving to be incredibly effective in reducing the numbers of elephants poached each day."*



## JENNY DESMOND

Jenny is the founder of Liberia Chimp Rescue Protection.

*"World Female Ranger Week is such an exciting and important event. We celebrate the invaluable role women play in the protection and conservation of the world's wildlife and recognize these incredibly brave and resourceful individuals. We stand by them in solidarity as they face extraordinary challenges and achieve remarkable successes everyday, across the globe."*



## CRAIG SPENCER

Craig is the founder of The Black Mambas. He is the MD of Transfrontier Africa, Senior Ecologist and ex-Head Warden of Balule. A leading conservationist and field ecologist, Craig has more experience than most could claim at the end of a career!

*"World Female Ranger Week has taken the world by storm. Thanks, Holly, for your hard work getting this off the ground and creating a global platform for female rangers to be recognised for their sterling work"*

Extinction  
means forever  
Endangered  
means act now

*Holly Budge*



# 12 THINGS WE DID BETTER IN 2023



## #01 WE HOSTED AN INTIMATE EVENT FOR BLACK MAMBA RANGER, LEITAH.

We were beyond excited that Leitah joined us for a very special event we hosted in Hampshire. 35 guests were treated to Michelin tapas whilst listening to a Q&A with Holly Budge and Leitah, talking all things ranger, how Leitah juggles motherhood alongside her job, and the soaring highs and bitter lows of working on the front line of conservation in Africa.



## #02 WE MADE SOME GREAT MERCH!

Our vibrant handmade stationery collection has a purpose beyond looking fabulous! Each sale champions and supports female wildlife rangers working on the front line of wildlife conservation.



## #03 DID SOMEONE SAY AWARD WINNER?

We're delighted that our founder, Holly Budge, received a Gold Stevie® Award for 'Woman of the Year in Non-Profit'.

"We are truly honoured to win this award for the work and impact of How Many Elephants and our highly successful initiative, World Female Ranger Week, here in NYC!"

# 12 THINGS WE DID BETTER IN 2023



## #04 EXCLUSIVE EVENT WITH KUONI!

For this exclusive event with Kuoni, our founder, Holly Budge, who has spent much time patrolling and immersing herself with all-female and mixed ranger teams in Africa, did a Q&A. Thanks, Kuoni, for your support.



## #05 WE EXHIBITED AT EXPERIENCE AFRICA

Our 'Turn The Herd' Exhibition went down a storm! What a brilliant show we had at Experience Africa, at Chelsea Football Club in London. We raised funds for frontline rangers over the course of three days. Thanks to all who supported us.



## #06 FEMALE RANGERS IN NIGERIA WERE 'GIVEN PERMISSION' TO TAKE PART IN WORLD FEMALE RANGER WEEK

We were approached by Caroline Olory, our inaugural World Female Ranger 'Leadership' Award Winner and the first female Conservator of Park for the National Park Service in Nigeria.

She asked for our help in getting permission for all the female rangers across six National Parks in Nigeria to take part in World Female Ranger Week. The rest is history.

# 12 THINGS WE DID BETTER IN 2023



## #07 WE DID EIGHT TALKS IN ONE DAY!

We did eight talks (yep, 8!) in one day, covering everything from the geography of the Kruger National Park to female empowerment and Black History Month. We then did an evening Q&A with an intimate audience of students and their parents. It was a mammoth effort but totally enjoyable and worthwhile. We loved it!



## #08 WE'VE BEEN TALKING... ALOT!

We've been doing lots of live (and virtual) talks and podcasts (well Holly has!), spreading the word about our charity and the impact it is making through awareness, education and "on the ground" in Africa.



## #09 WE COLLABORATED WITH CREATIVES

We love working with a diverse group of creatives. One of our faves is Mulberry Mongoose. Their jewellery and accessories are hand crafted by local ladies from the South Luangwa in Zambia. They use organic materials originating from the African bush, including snare wire - creating beauty from brutality.

# 12 THINGS WE DID BETTER IN 2023



## #10 WE EXHIBITED AT WTM AFRICA!

We exhibited our 'Turn The Herd' Exhibition at WTM Africa in Capetown, and our founder, Holly Budge, delivered a keynote talk on the rise of female rangers in Africa.

It's always a highlight meeting passionate and driven individuals & organisations from around the world. It is incredible what you can achieve when you have a clear purpose backed by passion.



## #11 AND THIS AWARD GOES TO...

It was a privilege to win the WTM Africa Award for 'Most Compelling Adventure Story' in Cape Town. And ironically, the award was a wonderful handmade elephant! 🐘



## #12 WE STAYED ABOVE WATER!

We are now coming to the end of our fifth year as a registered charity and it has been one hell of a ride so far! Navigating the charity space throughout this time has been a challenge, to say the least. But we have dug deep, rolled our sleeves up, and kept going. A huge thanks to my team, volunteers, trustees and supporters.

## BALANCE SHEET - 1ST JAN - 31ST DEC 2023

	As at 31 Dec 2023	As at 31 Dec 2022
Cash Carried Forward	12,164.87	4,012.85
<b>Current Assets</b>		
<u>Debtors</u>		
Cash at bank in current account	3,189.28	6,152.39
Cash at bank in reserve account	4,786.61	6,212.48
	<b>7,975.89</b>	<b>12,164.87</b>
<u>Merchandise Stock</u>		
Value of art and materials	3,300.00	4,800.00
<u>Creditors</u>		
Loan from Holly Budge	(5,000.00)	(5,000.00)
Amounts falling due within one year	0	0
<b>Net Current Assets</b>		
Represented by:		
Restricted funds	0	886.12
Unrestricted funds	3,189.28	3,266.27
Designated funds	0	2,000.00
Reserves	4,786.61	6,212.48
<b>Total Funds</b>	<b>7,975.89</b>	<b>12,364.87</b>

### NB:

#### Liabilities

- Loan from Holly Budge amounts to a total of £5,000 made on 23 April 2020.

#### Assets

- Stock of art and prints valued at £ 3,300 (reduced by £1,500 following sale of piece of art)

## STATEMENT OF ACTIVITIES 2023

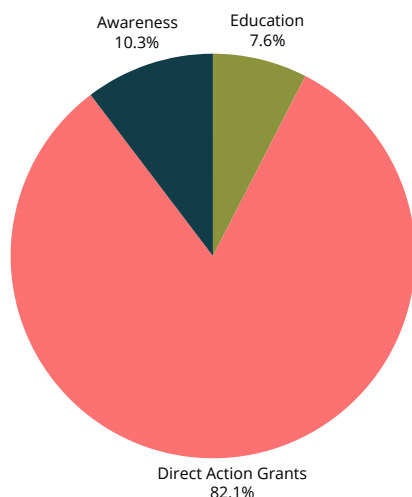
### INCOME & SUPPORT

Unrestricted donations	£7,891
Restricted donations	£1,700
Other income	£4,137
In-Kind Donations	£28,689
Donations negotiated by HME	£10,027
<b>TOTAL INCOME &amp; IN-KIND</b>	<b>£52,444</b>

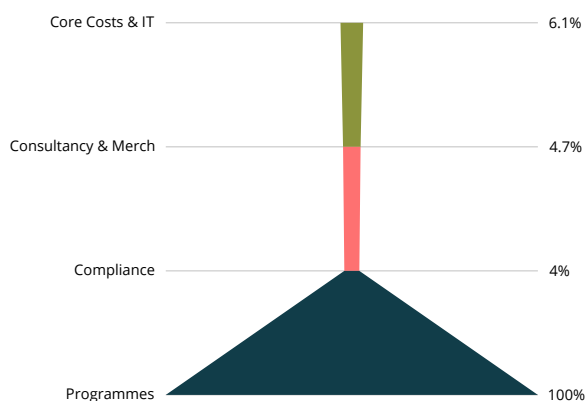
### EXPENSES

Programme: Direct Action Grants	£10,031
Programme: Direct Action Grants (Negotiated by HME)	£10,027
Programme: Education	£1,846
Programme: Awareness	£2,615
Core Admin & IT	£1,488
Consultancy & Merch Costs	£1,152
Compliance Costs	£985
In-Kind Work	£28,689
<b>TOTAL EXPENSES &amp; IN-KIND</b>	<b>£56,833</b>
Total Profit/ Loss	-£4,389

### EXPENSES BY PROGRAMMES



### EXPENSES BY TYPE



## GRANTS AWARDED 2023

Name of Foundation/Trust	£
Transfrontier (Black Mambas)	10,027.00
Liberia Chimp Rescue	2,500.00
Sacred Forest Foundation	2,023.50
Mara Elephant Project	1,023.50
Leitah (Black Mambas)	1,633.15
Sumatran Ranger Project	1,027.50
Gibbon Conservation Society	1,000.00
Lewyn (Black Mambas)	823.50
<b>Total:</b>	<b>20,058.15</b>

**NB:**

The Sacred Forest Foundation grant £2,023.50 was awarded by the Board at the end of 2022 but not paid out until February 2023

# TREASURER'S REPORT

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Following a great deal of effort, particularly on the part of Holly, our Chair, a total value of £52,444 was donated as a result of HME's fundraising efforts. Of which, £42,417 was donated directly to HME through financial and in-kind donations, with a further £10,027 donated directly to Transfrontier (Black Mambas) as a result of HME's initiative and negotiations with a philanthropic organisation.

As in prior years, a small team of Trustees achieved a lot while keeping running costs to an absolute minimum, with as little as 6.1% of expenditure on core administration and IT costs. Outgoings were directed at supporting the Charity's three programmes, of which 82.1% went to supporting NGO's working in the field, 7.6% to Education programmes, and 10.3% to Awareness programmes.

As a result of the growth and expansion of HME's World Female Ranger Week initiative, six direct action groups working in Africa, Asia, and South America received grants. Support was awarded to the Sacred Forest Foundation in Ecuador, the Black Mambas in South Africa, the Mara Elephant Project in Kenya, Liberia Chimp Rescue in Liberia, the Sumatran Ranger Project in Indonesia, and the Gibbon Conservation Society in Malaysia. Despite a very challenging year in raising funds for wildlife-related initiatives, donations were generated via various fundraising initiatives, including from foundations, organisations, private individuals (directly and via Global Giving), and merchandise sales.

None of the Trustees received any remuneration or reimbursement of expenses incurred during the year. The Charity's Risk Register was maintained and updated as necessary throughout the year, incorporating financial-related considerations. The reserve level continues to be monitored and has run at a level necessary to cover core admin and overhead running costs.

The expenditure across the three programmes, Direct Action, Awareness, and Education, has been managed prudently and is related to the levels and timing of funding received from the various income streams.

Minimising core running costs and good governance remains a key focus, while the foundations for continuity and making a positive difference in promoting the conservation of wildlife for future generations has been established.

Barry Page  
Treasurer

## Independent Examiners Report to the Trustees of How Many Elephants

I report to the trustees on my examination of the accounts of the above charity for the year ended 31<sup>st</sup> December 2023, including the statement of financial activities, Balance Sheet, and related notes.

### Responsibilities and basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

### Independent examiners statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in, any material respect:

- Accounting records were not kept in respect of the charity as required by section 130 of the Act; or
- the accounts do not accord with those records; or
- the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report to enable a proper understanding of the accounts to be reached.

Helen Moloney

28<sup>th</sup> October 2024



Self Employed Book Keeper

14 Abbey Road

Medstead

GU34 5PB

# GET INVOLVED

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- **Join our herd** on social media to help us spread awareness. @howmanyelephants
- **Donate** online at [www.howmanyelephants.org](http://www.howmanyelephants.org). Every little bit helps make a difference.
- **Fundraise.** Have a birthday coming up? Fancy a challenge? Create your very own fundraising page on [www.worldfemalerangerweek.org](http://www.worldfemalerangerweek.org)
- **Partner with us** - We believe long-term strategic partnerships are essential. Contact us at [gulp@howmanyelephants.org](mailto:gulp@howmanyelephants.org) to find out more.
- **Collaborate with us** - Are you a designer, artist, photographer, writer, scientist, politician, teacher, student, a business owner? If you have passion, time and skills, we'd love to hear from you.
- **Leave a legacy** - Your donation makes a huge difference to the future survival of African elephants and the rangers protecting them.
- **Become a volunteer** - We know from experience that when passionate and like-minded people join together, the sparks start flying. If you have a burning desire to offer your time and skills, we have a number of exciting roles for you.
- **Sign up for our newsletter** online at [www.howmanyelephants.org](http://www.howmanyelephants.org)
- **Request a speaker for your next event.** Contact us at [gulp@howmanyelephants.org](mailto:gulp@howmanyelephants.org)
- **Buy our merchandise** - buy our beautiful handmade stationery and artwork. Each sale supports direct-action projects. [www.howmanyelephants.shop](http://www.howmanyelephants.shop)

Join our herd!

 @howmanyelephants

 @howmanyelephants



Credit: Fran Mahoney



**How Many Elephants**  
UK Registered Charity (1186238)

@howmanyelephants  
gulp@howmanyelephants.org  
www.howmanyelephants.org

## HOW MANY ELEPHANTS

England & Wales - Charity number 1186238

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# Accounts

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Image: Julie Oldroyd

**ANNUAL REPORT 2022**



**How Many Elephants**  
UK Registered Charity (1186238)  
[www.howmanyelephants.org](http://www.howmanyelephants.org)

# WHATS INSIDE

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**Where it all began:** Designed and made by designer and founder of How Many Elephants, Holly Budge, the '96 Elephants a Day' Necklace has won multiple design awards so far. Made in vegetable ivory to show the daily poaching rate in Africa, Holly is using design as a powerful communication tool to bridge the gap between scientific information and human connection.



# OUR VISION



A thriving natural world that women are empowered to protect.

VISION

Honest

Open

Fair

VALUES

Investment

Promotion

Collaboration

FOCUS



Scale up the female ranger movement by raising funding for female ranger organisations to train, equip & deploy additional rangers

Raise profile of female rangers to build awareness & attract donors

Promote gender equality in the conservation arena, to enhance conservation efforts and strengthen relationships within communities.

Raise awareness of the African elephant crisis by educating a global audience about the devastating impacts of the ivory trade.

Build an inclusive, culturally diverse, and vibrant community of female wildlife rangers from around the world. A place to share their stories, have access to peer support, offer and receive advice, and impart knowledge/best practice.

OBJECTIVES

# LETTER FROM CHAIR

---

HOLLY BUDGE



*Dear Friends,*

I'm sure most of us would agree that Earth is, for now, a human planet. Yet we share it with millions of wild animals and plant species, whom our survival depends on for freshwater, clean air, healthy soil and food.

I think it's safe to say 'We' are a force of nature. We have impacted over 75% of the planet's land surface. Species are facing extinction at up to 1000x the natural rate because of us. Yet we have the power to halt global warming, stop the industrial-scale killing of wild animals and protect indigenous people.

I'm sure you will all agree that we *must* transform our relationship with nature.

Hopefully, the past three years have taught us that no problem is too far away to affect us. Whether it's climate change, biodiversity loss, or pandemics, our interconnectedness with nature is undeniable. It's a reminder that we need to work together and adapt quickly when faced with challenges.

Rangers play a critical role in patrolling and disrupting landscapes to protect wildlife. The lack of tourist funds through the pandemic led to many rangers losing their jobs or having significant salary cuts. The knock-on effect was huge, as one ranger in Africa may support up to 16 family members. Over the past three years, we, at How Many Elephants, have been working hard to support direct-action NGOs and ranger organisations to keep rangers operational.

Our hugely successful launch of World Female Ranger Week this year has provided a platform to support rangers globally by amplifying their voices in the global media. We are thrilled again with the media coverage it received. We brought together female rangers from different African countries for interviews on BBC Woman's Hour, News Central, and Times Radio, to mention a few, to share their remarkable stories and impact.

2022 has been a year of inspiration and hope.

I was fortunate to visit Uganda on a three-week trip sponsored by the Uganda Tourism Board, where I had the great privilege of summiting Margherita Peak in the Rwenzoris, trekking to see the Gorillas in Bwindi Impenetrable Forest and meeting female rangers in Queen Elizabeth National Park. I spent a wonderful week with The Black Mambas in South Africa, our long-term partners and exhibited our exhibition at WTM Africa in Cape Town. It's always a pleasure to see first-hand where the hard-earned funds we raise are being spent and the impact they are making.

# LETTER FROM CHAIR

---

HOLLY BUDGE



## **Grantmaking**

Multiple grants have been awarded to ranger organisations globally. These include The Black Mambas (South Africa), Akashinga (Zimbabwe), Mara Elephant Project (Kenya), Big Life Foundation (Kenya), Ulinzi Africa Foundation (Kenya) and the Hargila Army (India).

## **Public Benefit Statement**

Humanity is the problem, but we must also be the solution. It has been said that "there is no vaccine for a sick planet". I agree. There is no single jab. However, there is a course of treatment, and we all have a part to play. At How Many Elephants, we are focused on supporting the preservation of African elephants in the wild. As a result of poaching (both bushmeat and the illegal wildlife trade) and the destruction of their natural habitat, African elephants are at serious risk of becoming extinct in the wild within the next decade. This is not just an environmental issue. We depend on biodiversity for our own survival. Education and awareness are key to changing attitudes and behaviours. We are also firmly focused on supporting female rangers in Africa and beyond.

## **Trustees**

Our trustees continue to work hard to steer How Many Elephants' strategic direction. I am very grateful for our trustees' wisdom and support, who help us look at the bigger picture and how we might respond. I'm also delighted to welcome our new trustee, Jim Wilson, to the board. So, to all the trustees, thank you for your contribution to guiding the charity and ensuring that our governance and leadership will continue to provide a professional and multi-skilled trustee board.

## **Moving Forwards**

We remain dedicated and passionate about contributing to elephant conservation in Africa and female rangers. We welcome 2023 with bright eyes and warm hearts to continue supporting our wonderful direct action partners.

To all our loyal supporters, a heartfelt thank you, we could not achieve what we do without you.

A handwritten signature in black ink that reads "Holly" with a long horizontal line extending to the right.

Holly Budge  
Founder/ Chairman

Brought to you by:



# W ORLD FEMALE RANGER GRANTS



# OUR GRANTEES

ZIMBABWE, BOTSWANA, MOZAMBIQUE



## AKASHINGA



Africa's first armed, plant-based, all-women anti-poaching unit is revolutionising how animals are protected – and arresting poachers with minimal conflict. We believe change happens when it's community-led, and who better to lead change within a community than the women raised in them. We awarded Akashinga a £2000 grant to help train and deploy all-women ranger teams to protect wildlife in Zimbabwe, Botswana, and Mozambique.



*"We are delighted to have been selected as one of the World Female Ranger grant recipients. Speaking on behalf of everyone at IAPF, we thank you for your continuous support of the Akashinga Programme. The expansion in Zimbabwe and the exciting expansion into Mozambique and Botswana herald the next chapter for Akashinga and for the women protecting wildlife, women's empowerment and supporting communities throughout Southern Africa. Thank you for your involvement in our organisation, mission and results."*



**WE SUPPORT  
MEASURABLE  
IMPACT**

- 351 arrests
- Confiscated 11 illegal weapons from poachers
- Destroyed 341km of illegal monofilament fishing net found along the Zambezi Valley
- Impounded 99 boats

# OUR GRANTEES

KENYA



**We awarded the Ulinzi Africa Foundation (UAF) a grant of £2000 to cover ranger wages for 2 months.**

UAF is East Africa's first non-profit that focuses on ranger welfare and remote areas. Founded by Raabia Hawa, their vision is to transform the Tana Delta from a poaching hotspot into a safe living ecosphere for people and wildlife.

UAF employ a team of 12 rangers. To date, they have made several arrests and successful recoveries of weapons; however, they are finding that their security is under increasing threat.



*"We want to extend our gratitude for ensuring that our rangers were covered and catered for during the operations conducted at a time when we were seriously struggling. All of us at Ulinzi Africa Foundation appreciate the work you do to support other women in a male-dominated field, and keep the ground teams running- thank you for all of your hard work. We couldn't do it without you."*



**WE SUPPORT  
MEASURABLE  
IMPACT**

- Arrests 6
- Court convictions 3
- Snares 268
- Other traps 12+
- Bushmeat carcasses whole 226
- Ivory recovered 46 kgs (6 tusks)

# OUR GRANTEES

KENYA



**BIG LIFE**  
FOUNDATION



**We awarded the Big Life Foundation a grant of £1250 to provide food rations for the female ranger team for approximately 2 months.**

Protecting over 1.6 million acres of wilderness in the Amboseli-Tsavo-Kilimanjaro ecosystem of East Africa, Big Life partners with local communities to protect nature for the benefit of all.

Since its inception, Big Life has expanded to employ hundreds of local Maasai rangers—with more than 30 permanent outposts and tent-based field units, 14 patrol vehicles, 2 tracker dogs, and 2 planes for aerial surveillance.



*“Thank you so very much for this very kind and helpful support of Big Life's Female Ranger team. During Q1 2023, the female ranger team patrolled a total of 914 km on foot, covering a vast area and ensuring that wildlife in the region remained protected. They also successfully participated in the search and treatment of an injured elephant that had been speared, and participated in the search and subsequent translocation of a female elephant and her two calves that had killed a herder.”*



**WE SUPPORT  
MEASURABLE  
IMPACT**

- Rangers: 362
- Total arrests Q1 2023: 42
- Total suspects arrested: 88
- Total kilometres patrolled since inception (2011): 5,152,391

**Recovered Items:**

- Ivory: 222 kg
- Snares: 79
- Other: bushmeat (796 kg)
- Bushmeat Poaching: 118

# OUR GRANTEEES

KENYA



Image: Amish Chhagan

**We awarded the Mara Elephant Project (MEP) a grant of £2000 to train and place two all-female ranger teams within the Maasai Mara.**

MEP was established in 2011 to protect elephants and conserve the Greater Mara Ecosystem, Kenya's most important wildlife area and tourism asset.

MEP concentrates on the protection of elephants outside of conservancies, and by doing so, they help protect not only wildlife but also communities and habitats in the Maasai Mara. Their approach is to monitor, evaluate and protect elephants in collaboration with key regional partners.



*"The use of female rangers in the existing MEP teams has proven successful, especially when it comes to human-elephant conflict situations. The presence of female rangers in highly volatile situations, especially when entire crops have been destroyed by raiding elephants, has shown to help with de-escalation and bringing the community together to find solutions. A good example is Caren Yegon Cheptoo, the first ever recipient of the World Female Ranger Week Award. Caren now leads MEP's Charlie Ranger Team, a De-Snaring Unit in the Mau Forest."*



**WE SUPPORT  
MEASURABLE  
IMPACT**

- Since June 2020, Caren's team have arrested 90 suspects for unlawful habitat destruction, destroyed 17 kilns, confiscated 56 bags of charcoal and 4,311 illegal posts, trees or timbers. They've also arrested eight suspects for bushmeat poaching, removed 182 snares and seized 39 kg of bushmeat.

# OUR GRANTEES

SOUTH AFRICA



**We purchased a 4X4 patrol vehicle for The Black Mambas, Africa's first all-female ranger team, in collaboration with the Derek Moore Foundation.**

Since their inception in 2013, elephant and rhino poaching has reduced by 76%. These women are working hard to protect wildlife and wild spaces and educate local communities on conserving and preserving their natural heritage. Their educational programme, 'The Bush Babies', has over 1300 local children enrolled. This vehicle will enable the rangers to travel to more rural schools, allowing more pupils to get involved in community vegetable gardens, tree planting, social sciences and sustainable environmental management.



*"We want to express our gratitude for the wonderful kindness and generosity shown by How Many Elephants and the Derek Moore Foundation towards the Black Mambas and Bush Babies."* **The Black Mambas**



**WE SUPPORT  
MEASURABLE  
IMPACT**

- Bushmeat poaching reduced by 89%
- Poaching incursions reduced by 62%
- Snaring dropped by 99%

# OUR GRANTEES

SOUTH AFRICA



**We awarded the Black Mambas a grant of £4500 to help with the expansion of Africa's first all-female ranger team.**

The highly specialised anti-poaching unit in South Africa focuses on proactive wildlife crime prevention in the Greater Kruger National Park.

After a rigorous training period, the new recruits are now ready to take on this important task.



*"The new team has been recruited from the Maseke and Makushani tribes, on our western boundary, and these six young women have already exceeded expectations"*  
**Craig Spencer, Founder of the Black Mambas Anti-Poaching Unit.**



**WE SUPPORT  
MEASURABLE  
IMPACT**

- Bushmeat poaching reduced by 89%
- Poaching incursions reduced by 62%
- Snaring dropped by 99%

Brought to you by:



HOW MANY ELEPHANTS



**W**  **R****L****D**  
**F****E****M****A****L****E**  
**R****A****N****G****E****R**  
**A****W****A****R****D**  
**2022**

Image: Purnima Devi Barman

© Graphic: Imogen Taylor | Logo: Holly Budge

# AWARD WINNER

INDIA



**We awarded our World Female Ranger Award 2022 to Purnima Devi Barman, Founder of Hargila Army, with a grant of £2460.**

Purnima is a conservationist and biologist who is changing people's perceptions of the Greater Adjutant Stork. Often referred to as a disease-carrying pest, an ugly, filthy bird or a bad omen, Purnima and her 'Hargila Army' have helped turn this bird into a cultural icon in Assam, India.

Purnima built the Hargila Army from small beginnings, now a team of over 10,000 women working together to protect the critically endangered Greater Adjutant Stork. They keep a strict vigil on the nests as habitat loss, poaching, and poisoning are all significant threats to the bird. Purnima believes she's fostered pride in the rare stork by associating positive festivities with the bird.



*"I'm humbled, honoured, and excited to be receiving the World Female Ranger Award 2022. I convey my humble gratitude for recognizing the need to protect endangered Assam's Hargila and similar species. My acceptance of this award and honour would not be complete without acknowledging the groundbreaking work by courageous women rangers and eco-guards from all over the world. Bringing women to the forefront of conservation movements can create miracles, as our Hargila Army has done. I hope we can work together towards more gender equity and environmental sustainability. There are many challenges still, and we are determined to face them and win through".* **Purnima Devi Barman**

# SPECIAL MENTION

NIGERIA



**A special mention goes to Caroline Olory, the first female Conservator of Park for the National Park Service in West Africa.**

Through Caroline's efforts, alongside her team, she has improved park protection and conservation in Cross River National Park and Old Oyo National Park for the National Park Service in Nigeria.

Caroline has increased the involvement of women in decision-making in communities surrounding the parks and has strengthened park/community relationships with state governments and NGOs. She is a role model to girls in the surrounding communities and schools, piquing their interest in education and conservation. Often referred to as the "Iron lady of wildlife conservation", Caroline has delivered lectures on the role of women in wildlife conservation to many university students in Nigeria.



*"Women around the world have continued to face significant challenges of being underrepresented in positions of power, decision making and facing barriers that affect their opportunities at work; hence the need to empower them has become essential to the social development of families, communities and the society at large. Empowering a girl is the key to economic growth, political stability and social transformation. Thank you, Holly, and How Many Elephants, for your wonderful work, showcasing female rangers' contributions to nature conservation."*

**Caroline Olory**

Brought to you by:



HOW.MANY.ELEPHANTS

A woman in a ghillie suit, heavily camouflaged with dry leaves and twigs, stands in a field of tall grass. She is wearing a tactical vest and holding a rifle. The background is a clear blue sky.

**W ♡ RLD  
FEMALE  
RANGER  
WEEK**

**JUNE 23-30**

# Supporting Women Saving Biodiversity



WORLD  
FEMALE  
RANGER  
WEEK  
JUNE 23-30

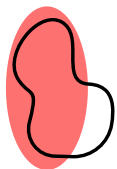
**World Female Ranger Week launched on June 23-30, 2022,  
and amplified the voices and impact of female wildlife rangers  
on a global stage.**

The inspiration behind World Female Ranger Week was our founder, Holly Budge, and the time she has spent patrolling with multiple ranger teams across Africa. She's seen first-hand how these bold women impact lives, protect wildlife, uplift communities, and empower other women.

But they need allies...

Why is the focus on women? As champions of wildlife conservation, role models, educators and beacons of hope, female rangers are not only transforming attitudes towards the role of women around the world. They are showing the capabilities and success of females in traditionally male roles.

With women being naturally good communicators and protectors and investing their earned income in their families, Holly firmly believes that bringing gender equality into the ranger workforce will enhance community conservation efforts and relationships.



WE SUPPORT  
REAL  
ROLE MODELS

*Brought to you by:*



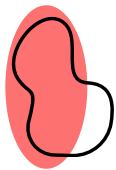
Supporting  
Women  
Saving  
Biodiversity



WORLD  
FEMALE  
RANGER  
WEEK  
JUNE 23-30



Together, we shone a light on the remarkable work of >300 female rangers from 24+ countries.

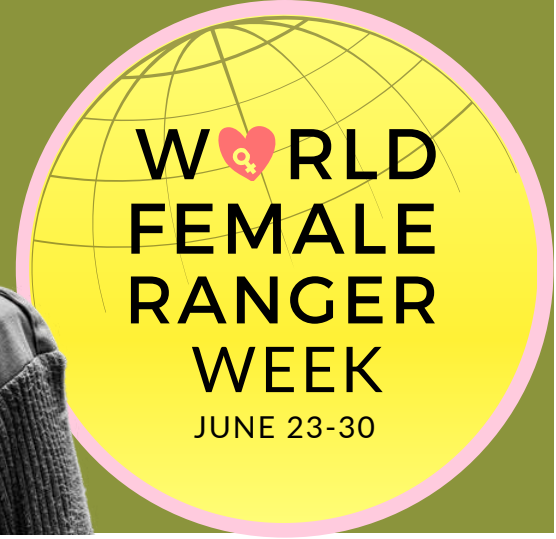


WE SUPPORT  
REAL  
ROLE MODELS

Brought to you by:



# Supporting Women Saving Biodiversity



**World Female Ranger Week brought together female rangers to tell their stories on a global stage to raise awareness and funding.**

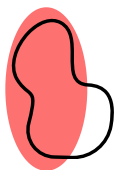
Live media interviews took place on:

**BBC Woman's Hour** - Holly Budge invited Purnima Barman, founder of Hargila Army in India, to join her for this live interview.

**News Central TV** - Holly Budge invited Felicia Letang, a Black Mamba Ranger from South Africa to join her for this live interview.

**Times Radio** - Holly Budge talks about setting up World Female Ranger Week, time spent on the front line and the impact female rangers are making globally.

We organised a week of online and live events, including a launch event at Experience Africa, a travel trade show in London.



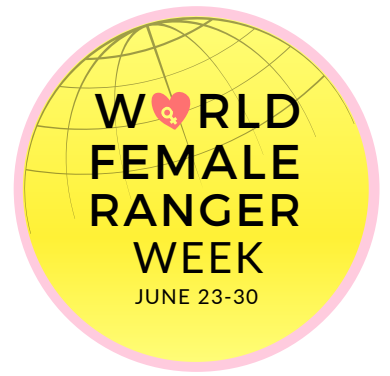
**WE SUPPORT  
REAL  
ROLE MODELS**

Brought to you by:



# MEET THE RANGERS

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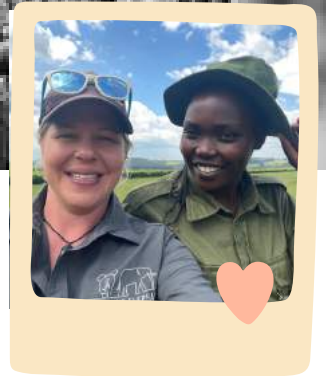
*Meet some of the women who give their all to protect wildlife from extinction. It has been a privilege and an honour to work with them.*



Image: Amish Chhagan

## MEET CAREN

KENYA

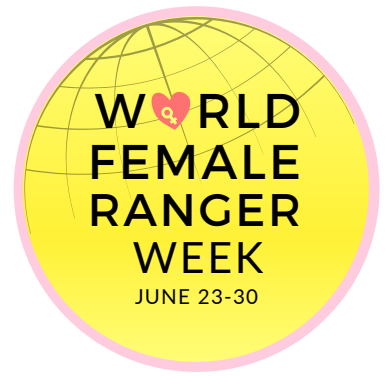


Caren is a Maasai woman, a female wildlife ranger employed by the Mara Elephant Project and the first recipient of the World Female Ranger Award by How Many Elephants.

She was noted as a "top 1%" recruit and is now leading the Sheldrick Trust Mau De-Snaring Unit in the Mau Forest in Kenya to combat illegal logging and bushmeat poaching. Since June 2020, Caren's team have arrested 90 suspects for unlawful habitat destruction, destroyed 17 kilns, confiscated 56 bags of charcoal and 4,311 illegal posts, trees or timbers. They've also arrested eight suspects for bushmeat poaching and removed 182 snares and seized 39 kg of bushmeat.

# MEET THE RANGERS

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*Meet some of the women who give their all to protect wildlife from extinction. It has been a privilege and an honour to work with them.*

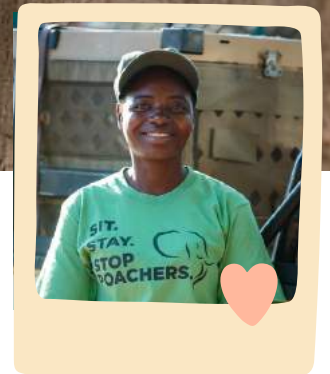


Image: CSL

## MEET JANET

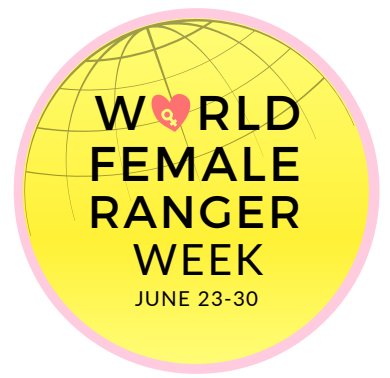
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ZAMBIA



Janet is a ranger/dog handler in the K9 Unit for Conservation South Luangwa. Sadly, when Janet was 15 years old, she lost both her parents and was no longer able to go to school. Becoming a ranger has enabled her to become the breadwinner and be able to support her relatives. "One of the biggest challenges I face as a female ranger is that my ideas are not always heard. Communities here in Zambia often consider men to be superior to women and can easily discount the views and ideas of women. We know we are sharing this experience, and whilst we have not overcome this challenge, we know we can if we stay strong."

# MEET THE RANGERS



*Meet some of the women who give their all to protect wildlife from extinction. It has been a privilege and an honour to work with them.*



## MEET SARAH

UGANDA

She is a Ranger Guide in Kibale National Park in Uganda, where she takes tourists on nature walks to teach them about chimpanzees. She monitors the wildlife, and the forest and works closely with local communities. The population of chimpanzees is increasing because the rangers have worked hard to educate the communities about the benefits of conserving the forest and the wildlife and this has greatly reduced the poaching. In Kibale National Park there are now around 300 forest elephants.

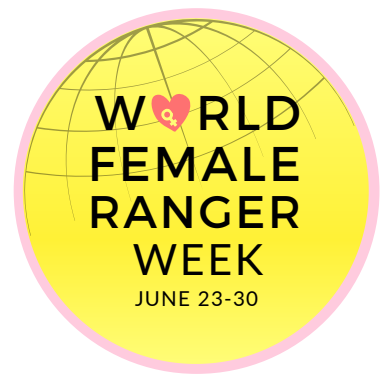
Sarah joined the Uganda Wildlife Authority after completing her studies in wildlife and tourism. She trained for six months with the military, with around 400 other rangers, and learnt how to use an AK47. She says she uses the gun mostly to scare buffalo away.



"My message to fellow female rangers is to keep aiming high so that we can encourage younger women to join us and not to be scared to pursue this line of work. I'm very happy and grateful to be a part of World Female Ranger Week."

# MEET THE RANGERS

---



*Meet some of the women who give their all to protect wildlife from extinction. It has been a privilege and an honour to work with them.*



Image: Date Rio

## MEET TSAKANE

SOUTH AFRICA



Tsakane is a ranger in the all-female Black Mambas Anti-Poaching Unit in South Africa and a role model in her community. In the course of duty, the rangers face danger from poachers and wild animals. She says, "at first, people were sceptical that we, women, could do this traditionally male job and be good at it. Now we have their full support."



Image: Julie Oldroyd



[www.howmanyelephants.org](http://www.howmanyelephants.org)

# OUR TEAM



## **HOLLY BUDGE**

*Founder/ Chair*

Be inspired to think big and dream bigger when you meet Holly. Her passion, purpose and self-belief are contagious. She's a world-class adventurer, the first woman to skydive Everest and has climbed to the summit of Everest, fundraising over £450K.



## **BARRY PAGE**

*Treasurer*

Barry's interest in wildlife evolved alongside his corporate professional career, during which he held a number of senior management positions for some of the leading professional consulting firms, including PwC and Ernst & Young.



## **MARTIN DANCY**

*Trustee*

Martin did not hesitate to support How Many Elephants as a Trustee as he shares Holly's passion for wild and domestic animals. Martin has a wealth of experience as an entrepreneur and brings wisdom and guidance to the charity.



## **JIM WILSON**

*Trustee*

Jim is a designer, maker and educator. He grew up in the rural west country in the UK where he developed a lifelong interest in wildlife and the natural world. Jim works at all scales from jewellery to architectural.

# OUR AMBASSADORS



## **DR. GLADYS KALEMA-ZIKUSOKA**

Gladys is the founder/CEO of Conservation Through Public Health that promotes biodiversity conservation by enabling people, gorillas and other wildlife to coexist through improving their health and livelihoods in and around Africa's protected areas and wildlife rich habitats.

*"Gender equity in the conservation arena is such an important and prevalent topic. There is still much work to do but World Female Ranger Week plays a key role in raising awareness of the work of female rangers and women in conversation in the broader picture. Great thanks to Holly Budge and her team at How Many Elephants for bringing this to the fore."*



## **FIONA JEFFERY OBE**

Fiona is founder of Just a Drop NGO.

*"World Female Ranger Week gives recognition and voice to both the courage and outstanding conservation work undertaken by female rangers. Proof that gender equality knows no bounds. I'm proud to be an Ambassador and help champion these incredible women."*



## **PAULA ATHERILL**

Paula is a long-standing ambassador for How Many Elephants. We have been delighted to also have her on board as an ambassador for World Female Ranger Week.

*"World Female Ranger Week celebrates the brave women on the front line helping to protect animals at risk of human-wildlife conflict. These women put themselves in danger every day and deserve to be acknowledged and celebrated. You don't need to be a Ranger to have an impact. We can all get involved and make a difference".*

# OUR AMBASSADORS



## COLIN BELL

Colin co-founded Wilderness Safaris in 1983, one of the most successful specialist safari companies in Africa. He describes the green safari model as “one of the fairest ways to partner with local communities and Governments in order to create viable, long-term partnerships that are a winning scenario for wildlife, wildernesses and people.”

*“I’m delighted to be an ambassador for World Female Ranger Week. Holly and her team at How Many Elephants are doing a great job at highlighting the gender gap in the field of conservation.”*



## SHELLEY COX

A born and bred Zimbabwean, Shelley is deeply passionate about Zimbabwe and Africa as a whole: its wildlife, its diverse and wild landscapes, and its incredible people.

*“As perspectives on the importance of women in conservation change, and important awareness campaigns such as World Female Ranger Week provide a more visible representation and recognition of the effectiveness of women in conservation, other women are inspired to take up the call to have greater responsibility and positive impacts on the well being of our planet.”*



## CHRIS MEARS

Managing Director of ATTA & Experience Africa, Chris has spent all his career involved with African Tourism and has a deep-seated passion for the continent having travelled extensively including overland from London to South Africa with extended periods of time in Tanzania.

*“I’m delighted to be an ambassador for World Female Ranger Week. Holly and her team at How Many Elephants are doing a great job at highlighting the gender gap in the field of conservation.”*

# OUR AMBASSADORS



## GRAHAM FINK

Graham Fink is a Multimedia Artist and Founder of Fink Different. Graham is a rare breed. He is an articulate and brilliant creative who tells great stories. He is dynamite in the world of advertising and has a huge wealth of knowledge and experience behind him.

*"World Female Ranger Week is not only a pioneering campaign in its subject matter but also in its creative approach. The unarmed rangers use words as weapons - invoking the power of Storytelling. It's proving to be incredibly effective in reducing the numbers of elephants poached each day."*



## JENNY DESMOND

Jenny is the founder of Liberia Chimp Rescue Protection.

*"World Female Ranger Week is such an exciting and important event. We celebrate the invaluable role women play in the protection and conservation of the world's wildlife and recognize these incredibly brave and resourceful individuals. We stand by them in solidarity as they face extraordinary challenges and achieve remarkable successes everyday, across the globe."*



## CRAIG SPENCER

Craig is the founder of The Black Mambas. He is the MD of Transfrontier Africa, Senior Ecologist and ex-Head Warden of Balule. A leading conservationist and field ecologist, Craig has more experience than most could claim at the end of a career!

*"World Female Ranger Week has taken the world by storm. Thanks, Holly, for your hard work getting this off the ground and creating a global platform for female rangers to be recognised for their sterling work"*



Image: Julie Oldroyd

  
HOW MANY ELEPHANTS

[www.howmanyelephants.org](http://www.howmanyelephants.org)

# 22 THINGS WE DID BETTER IN 2022



## #01 WE LAUNCHED THE FIRST EVER WORLD FEMALE RANGER WEEK!

Wow! World Female Ranger Week took place on June 23-30th and created some serious buzz! The week was about raising awareness and funds for female wildlife rangers. We shone a light on the remarkable work of >300 female rangers from 24+ countries, with live interviews on BBC Woman's Hour & Times Radio.



## #02 'WE' DID THE LONDON BIG HALF!

Our official two How Many Elephants runners both completed the London Big Half, although one lost their bib so didn't officially finish! They totally rocked it and raised over £600. Well done Shana & Hal!



## #03 DID SOMEONE SAY AWARD WINNER?

We're delighted that our founder Holly Budge received three Stevie® Awards for Women in Business, including:

- **GOLD Stevie® Award**  
'Female Thought Leader in Non-Profit'
- **Silver Stevie® Award**  
'Female Innovator of the Year in Non-Profit'
- **Bronze Stevie® Award**  
'Woman of the Year in Non-Profit'

# 22 THINGS WE DID BETTER IN 2022



## #04 GRANT AWARDED TO AKASHINGA

We awarded £2,023.50 to Akashinga, an all-female ranger team in Zimbabwe, to buy equipment and uniforms to make sure they could continue with their vital anti-poaching work.



## #05 WE EXHIBITED AT WTM AFRICA!

We exhibited our 'Turn The Herd' Exhibition and our founder, Holly Budge, delivered a keynote talk with a focus on the rise of female rangers in Africa.

It's always a highlight meeting passionate and driven individuals & organisations from around the world. It really is incredible what you can achieve when you have a clear purpose, backed by passion.



Image: Ilan Godfrey

## #06 GRANTS AWARDED TO THE BLACK MAMBAS

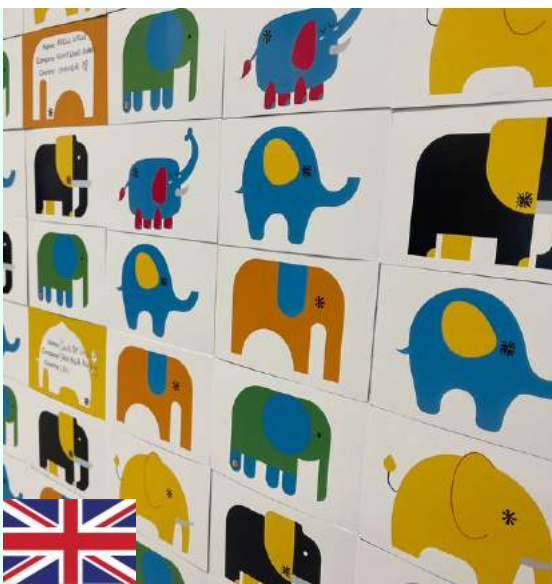
We have awarded multiple grants to the Black Mambas in South Africa to help them continue their vital work: Uplifting communities, empowering women and protecting wildlife.

# 22 THINGS WE DID BETTER IN 2022



## #07 EXCLUSIVE INTERVIEW ON AFRICA HUB!

For this exclusive webinar on Africa Hub, we were joined by the inspirational Black Mambas and Akashinga female rangers working tirelessly "on the ground" in Africa, alongside world-renowned speaker, adventurer and conservationist Holly Budge, who has spent much time patrolling and immersing herself with all-female and mixed ranger teams in Africa.



## #08 WE EXHIBITED AT EXPERIENCE AFRICA

Our 'Turn The Herd' Exhibition went down a storm! What a brilliant show we had at Experience Africa, at the Kia Oval in London. We raised over £3000 for frontline rangers over the course of three days. Thanks to all who supported us.



## #09 WE VISITED UGANDA

Founder, Holly Budge, met ranger guide, Sarah, in Kibale National Park in Uganda.

*"I enjoy being a ranger but there are definitely challenges. Sometimes there is harassment, denial of opportunities and promotions, no uniform dresses for pregnant rangers, deployment in hard to reach areas and a lack of gender balance" says Sarah.*

# 22 THINGS WE DID BETTER IN 2022



## #10 'WE' MODELLED '96 ELEPHANTS A DAY' NECKLACE IN CAPETOWN!

For the first time EVER, our '96 Elephants a Day' Necklace, winner of five design awards, was modelled at an evening event at WTM Africa in Cape Town. It caused quite a stir!



## #11 WE'VE BEEN TALKING... ALOT!

We've been doing lots of live (and virtual) talks and podcasts (well Holly has!), spreading the word about our charity and the impact it is making through awareness, education and "on the ground" in Africa.

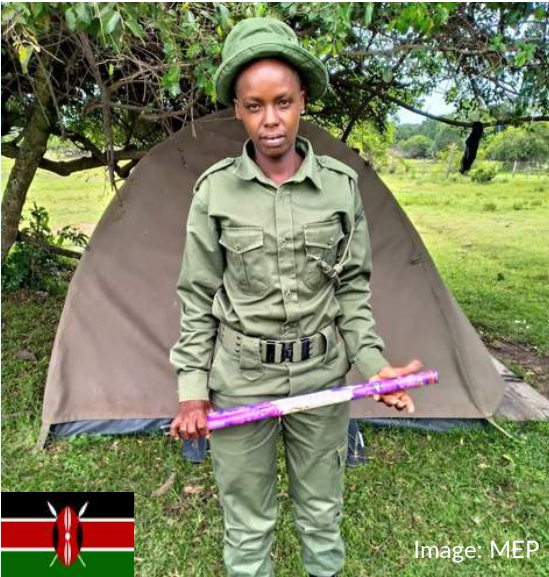


Credit: Mulberry Mongoose

## #12 WE COLLABORATED WITH CREATIVES

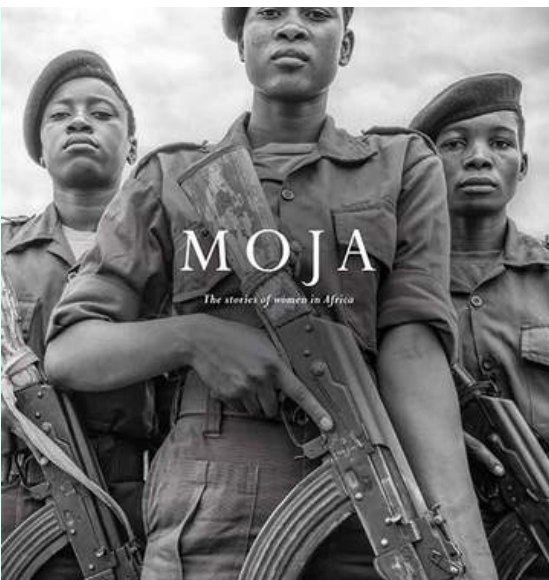
We love working with a diverse group of creatives. One of our faves is Mulberry Mongoose. Their jewellery and accessories are hand crafted by local ladies from the South Luangwa in Zambia. They use organic materials originating from the African bush, including snare wire - creating beauty from brutality.

# 22 THINGS WE DID BETTER IN 2022



## #13 GRANT AWARDED TO MARA ELEPHANT PROJECT

We awarded the Mara Elephant Project a grant of £2000 to train and place two all-female ranger teams within the Maasai Mara.



## #14 WE'RE PUBLISHED IN HARDBACK!

This book by Nyayo Magazine is "deeper, rawer, and unashamedly true to itself - sharing stories only of incredible women in Africa - both on the frontline of conservation and behind the scenes in the community. From female safari guides to female anti-poaching rangers. Female camp managers to female conservationists. Stories across 8 countries in East and Southern Africa."



## #15 GRANT AWARDED TO BIG LIFE FOUNDATION

We awarded the Big Life Foundation a grant of £1250 to provide food rations for the female ranger team for approximately 2 months. Since its inception, Big Life has expanded to employ hundreds of local Maasai rangers—with more than 30 permanent outposts and tent-based field units, 14 patrol vehicles, 2 tracker dogs, and 2 planes for aerial surveillance.

# 22 THINGS WE DID BETTER IN 2022



## #16 LIVE ON BBC WOMANS HOUR

We were so excited to be interviewed LIVE on BBC Woman's Hour, with our founder, Holly Budge, and Purnima Barman, founder of the Hargila Army in India.

# NEWS CENTRAL

## #17 LIVE ON NEWS CENTRAL

Our founder, Holly Budge, spoke on News Central TV about why the female ranger movement in Africa is picking up such momentum. Holly invited Felicia Letang, a Black Mamba Ranger from South Africa to join her in the interview.



Image: Unbound Project

## #18 GRANT AWARDED TO ULINZI AFRICA FOUNDATION

We awarded the Ulinzi Africa Foundation (UAF) a grant of £2000 to cover ranger wages for 2 months. UAF is East Africa's first non-profit that focuses on ranger welfare and remote areas. Founded by Raabia Hawa, their vision is to transform the Tana Delta from a poaching hotspot into a safe living ecosphere for people and wildlife.

# 22 THINGS WE DID BETTER IN 2022



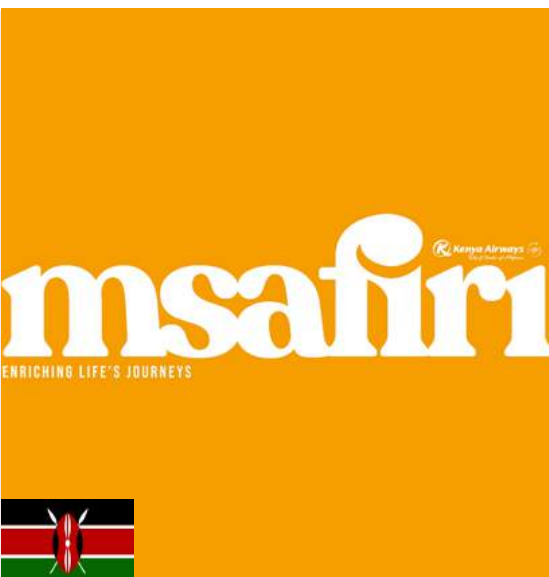
## #19 WE SOLD LOTS OF MERCH

Our vibrant handmade stationery collection has a purpose beyond looking fabulous! Each sale champions and supports female wildlife rangers working on the front line of wildlife conservation in Africa.



## #20 WE VISITED SOUTH AFRICA

The Black Mambas in South Africa. It's always a pleasure to visit 'our bush home' and see first-hand the invaluable work the Black Mambas and Transfrontier Africa are doing on the ground. Plus, some good ellie spotting too! A big thankyou to Craig Spencer for always making our visits entertaining and informative.



## #21 WE GOT FEATURED IN MSAFIRI MAG!

Msafiri is the official Kenya Airways in-flight magazine. We are particularly partial to in-flight magazines so when we got asked to submit an article on the work of female rangers across Africa, we were not going to say no!

# 22 THINGS WE DID BETTER IN 2022



## #22 WE STAYED ABOVE WATER!

We are now coming to the end of our third year as a registered charity and it has been one hell of a ride so far! Navigating the charity space throughout the pandemic has been a challenge to say the least. But we have dug deep, rolled our sleeves up and kept going. A huge thanks to my team, volunteers, trustees and supporters.



LET'S WORK  
TOGETHER

## STATEMENT OF ACTIVITIES 2022

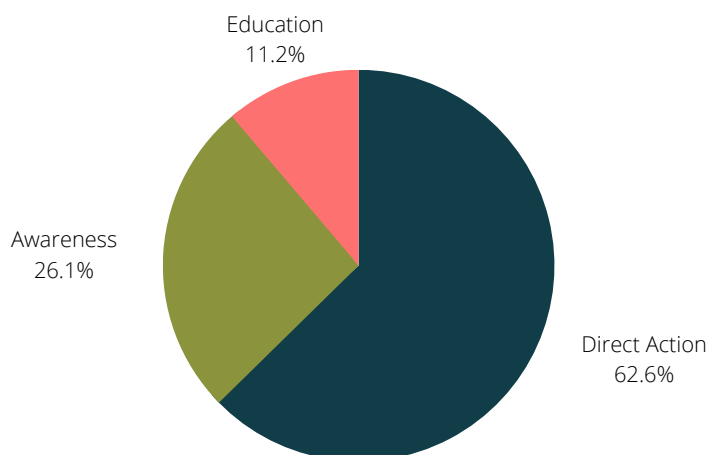
### INCOME & SUPPORT

Unrestricted donations	£20,395
Restricted donations	£22,667
Other income	£842
<b>TOTAL DIRECT INCOME</b>	<b>£43,904</b>
In-Kind Donations	£30,168
<b>TOTAL INCOME &amp; IN-KIND</b>	<b>£74,072</b>

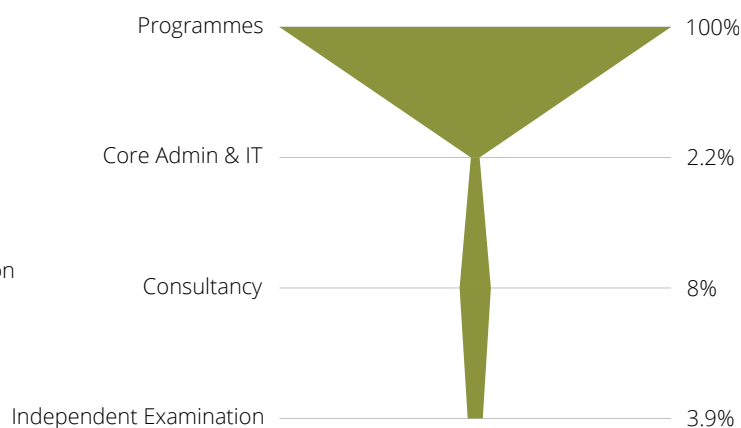
### EXPENSES

Programme: Direct Action Grants	£19,525
Programme: Education	£3,492
Programme: Awareness	£8,149
Core Admin & IT	£696
Consultancy & Merch Costs	£2,490
Independent Examination Costs	£1,200
<b>TOTAL EXPENSES</b>	<b>£35,552</b>
In-Kind Work	£30,168
<b>TOTAL EXPENSES &amp; IN-KIND</b>	<b>£65,720</b>
Total Profit/ Loss	£8,352

### EXPENSES BY PROGRAMMES



### EXPENSES BY TYPE



# TREASURER'S REPORT

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As in prior years, our small team of Trustees achieved a lot while keeping running costs to an absolute minimum, with as little as 2.2% of expenditure spent on core administration and IT costs. 85% of outgoings were directed at supporting the Charity's three programmes, of which 62.6% went to supporting our Direct Action partners, 11.2% to Education programmes and 26.1% to Awareness programmes.

Grants were given to six direct action groups working in two continents - Africa and Asia - as a result of the growth and expansion of the World Female Rangers initiative. Support was awarded to the Black Mambas (South Africa), Mara Elephant Project (Kenya), Ulinzi Africa Foundation (Kenya), Akashinga (Zimbabwe), Big Life Foundation (Kenya), and Hargila Army (India). A further £2,000 has been set aside in the Charity's designated funds to be awarded to the Sacred Forest Foundation in Ecuador at the beginning of 2023.

## **Funding sources**

In a year when it was challenging to raise money for wildlife-related initiatives, the Charity managed to increase the level of donations received over the prior two years, an indicator of continued stability and growth. Donations were generated via fundraising initiatives, including from foundations, organisations, and private individuals – directly and via Global Giving - and merchandise sales. The aim remains to continue efforts to promote all these channels of income while also expending more effort into applying for grants from trusts and foundations.

## **Governance**

None of the Trustees received any form of remuneration or reimbursement of expenses they incurred during the year. The Charity's Risk Register was maintained and updated as necessary throughout the year, which incorporates financial-related considerations. The level of Reserves continues to be monitored and has run at a level necessary to cover core admin and overhead running costs.

The expenditure across the three programmes - Direct Action, Awareness and Education - has been managed prudently and related to the levels and timing of funding received from the various income streams. Having exceeded the Charity Commission's threshold at which an independent review is required, the Board appointed Compass Accountants in Hampshire, UK, to undertake the review. Their Independent Review Statement is provided at the back of this report. The Charity ended the year in a stronger financial position than the prior year while having made a positive contribution to its expanded Objects and made an impact across its three principal programmes. Good governance remains a key focus, while the foundations for continuity and making a positive difference in promoting the conservation of wildlife for future generations have been established.

*Barry*

Barry Page  
Treasurer

# GET INVOLVED

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- **Join our herd** on social media to help us spread awareness
- **Donate** online at [www.howmanyelephants.org](http://www.howmanyelephants.org). Every little bit helps make a difference.
- **Fundraise.** Have a birthday coming up? Fancy a challenge? Create your very own fundraising page on [www.worldfemalerangerday.org](http://www.worldfemalerangerday.org)
- **Partner with us** - We believe long-term strategic partnerships are essential. Contact us at [gulp@howmanyelephants.org](mailto:gulp@howmanyelephants.org) to find out more.
- **Collaborate with us** - Are you a designer, artist, photographer, writer, scientist, politician, teacher, student, a business owner? If you have passion, time and skills, we'd love to hear from you.
- **Leave a legacy** - Your donation makes a huge difference to the future survival of African elephants and the rangers protecting them.
- **Become a volunteer** - We know from experience that when passionate and like-minded people join together, the sparks start flying. If you have a burning desire to offer your time and skills, we have a number of exciting roles for you.
- **Sign up for our newsletter** online at [www.howmanyelephants.org](http://www.howmanyelephants.org)
- **Request a speaker for your next event.** Contact us at [gulp@howmanyelephants.org](mailto:gulp@howmanyelephants.org)
- **Buy our merchandise** - buy our beautiful handmade stationery and artwork. Each sale supports direct-action projects in Africa.



Join our herd!



@howmanyelephants



@howmanyellies

# EXAMINER'S REPORT



## Independent Examiner's Report to the Trustees of How Many Elephants

I report on the accounts of the trust for the year ended 31<sup>st</sup> December 2022, including the Statement of Financial Activities, Balance Sheet, and related notes.

### Responsibilities and basis of report

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

### Independent examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



.....  
Kerry Lawrance FCA  
Date: 17th October 2023

Compass Accountants Limited  
Venture House, The Tanneries  
East Street, Titchfield, Hants.  
PO14 4AR



LET'S WORK  
TOGETHER



Image: Hannah Strand



**How Many Elephants**  
UK Registered Charity (1186238)

@howmanyelephants  
gulp@howmanyelephants.org  
www.howmanyelephants.org

## HOW MANY ELEPHANTS

England & Wales - Charity number 1186238

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# Accounts


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**ANNUAL REPORT 2021**



How Many Elephants  
UK Registered Charity (1186238)  
gulp@howmanyelephants.org  
[www.howmanyelephants.org](http://www.howmanyelephants.org)

A savanna landscape with a snow-capped mountain in the background and an elephant in the foreground. The mountain is covered in a thick layer of snow, and the sky is a clear, pale blue. The foreground is filled with tall, golden-brown grasses. An elephant with a single tusk is standing in the middle ground, facing left. The text is centered in the middle of the image.

Extinction  
means forever  
Endangered  
means act now

*Holly Budge*

# WHAT'S INSIDE

*Everything is connected. Nothing exists in isolation. Let's work together.*

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Below: The '96 Elephants a Day' Necklace has won five design awards so far. Designed and made by the founder of How Many Elephants and designer, Holly Budge, in vegetable ivory to show the daily poaching rate currently in Africa. Holly uses design as a powerful communication tool to bridge the gap between scientific information and human connection.



# OUR VISION

*Everything is connected. Nothing exists in isolation. Let's work together.*

## We are a small organisation with a big mission.

- We are raising awareness of the African elephant crisis – 96 elephants are poached each day.
- We are educating a global audience about the devastating impacts of the ivory trade.
- We are championing female rangers on the frontline.
- We are using design as a powerful communication tool.
- We are bridging the gap between scientific data and human connection.
- We are visualising data in a non-gory and non-political way.
- We are storytellers with great stories to tell.
- We're a passionate bunch dedicated to making real life impact.

Our three key programmes:

**DIRECT ACTION**

**AWARENESS**

**EDUCATION**

Often overlapping but having these key programmes helps guide our vision, and our work and measure our impact.



**PROGRAMME: DIRECT ACTION**



**PROGRAMME: AWARENESS**



**PROGRAMME: EDUCATION**

# OUR OBJECTIVES

*Everything is connected. Nothing exists in isolation. Let's work together.*

## WE support the UN Sustainable Development Goals (SDG's)

How Many Elephants aligns with the UN Sustainable Development Goals, designed to "achieve a better and more sustainable future for all" by 2030. We specifically align with the following goals:

### SUSTAINABLE DEVELOPMENT GOALS



## 5 GENDER EQUALITY



### Champion and support female wildlife rangers

With many rural women still denied education and jobs, with limited opportunities in trade, industry and government, the female ranger movement is a big step forward for gender equality.

## 15 LIFE ON LAND



### Help protect elephants

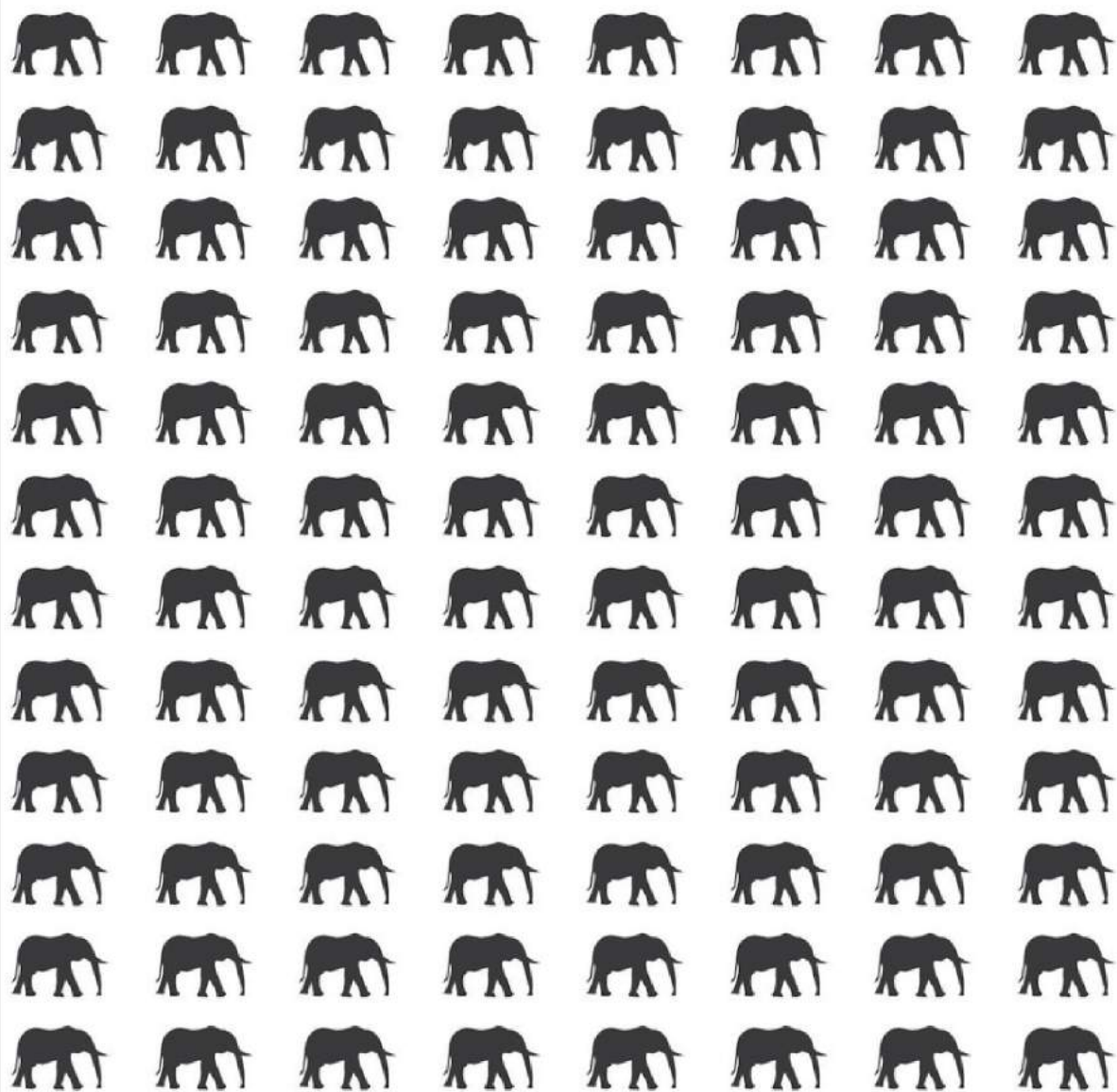
Few people know 96 elephants are poached each day for their ivory. That's a whopping 35,000 elephants a year! At this rate, the African Elephant in the wild could be extinct within the next decade. Gulp!

## 17 PARTNERSHIPS FOR THE GOALS

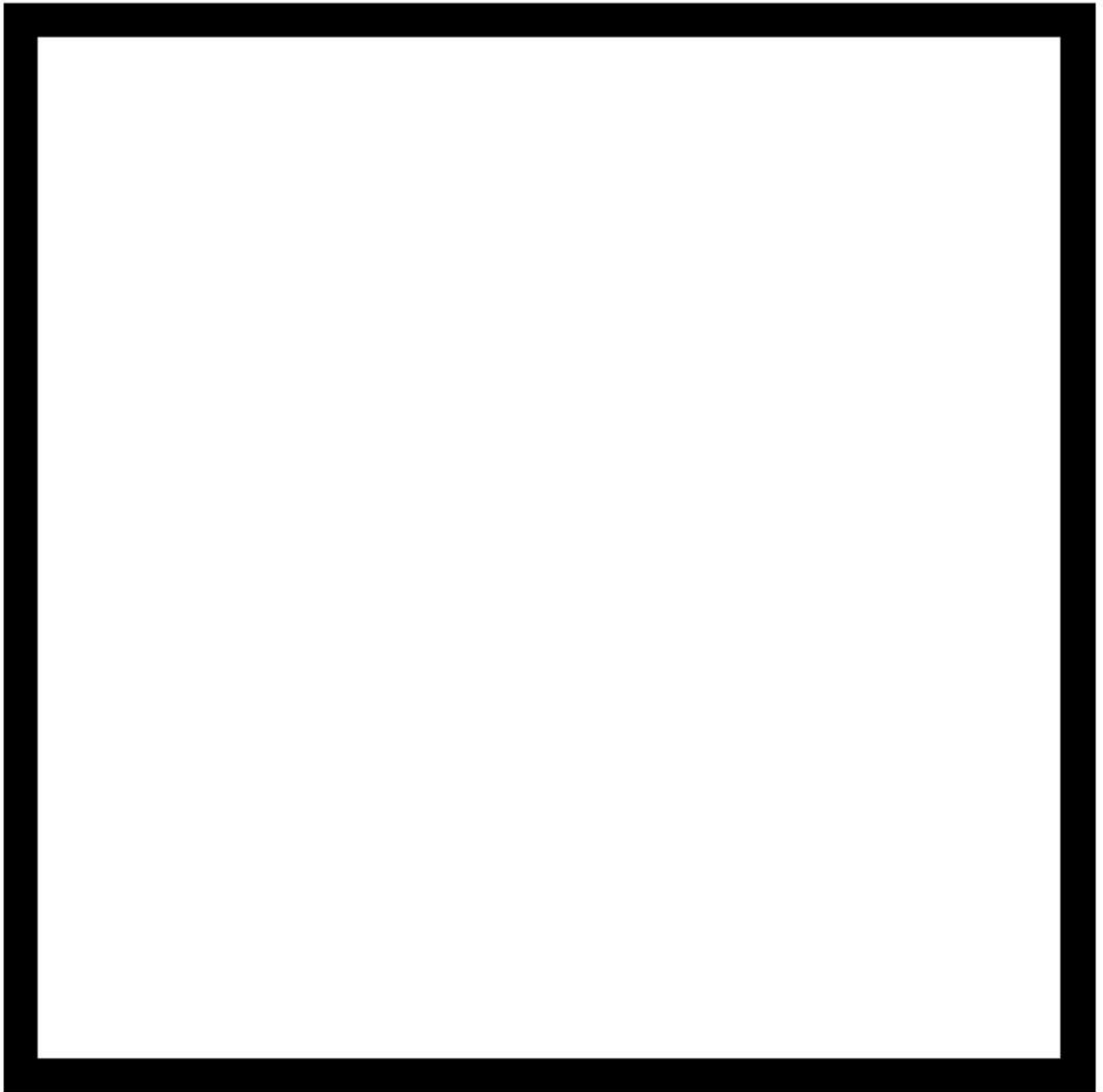


### Form meaningful partnerships

The sparks start flying when passionate and like-minded people join together. How Many Elephants aligns with the UN Sustainable Development Goal, No. 17 – Partnership's for the Goals.



This is what one day  
of poaching in Africa  
looks like...



This is what  
extinction  
looks like.

# LETTER FROM CHAIR



*Everything is connected. Nothing exists in isolation. Let's work together.*

Through the ever-changing world we're all trying to navigate, and the challenges many face, we at How Many Elephants remain positive that we are achieving our objectives - to inspire, educate and act to make a difference to rangers, landscapes, wildlife and communities in Africa.

We continue to raise awareness of the African elephant crisis through our design-led campaign and support direct-action projects in Africa. This year, grants have been awarded to The Black Mambas in South Africa, Akashinga, National Park Rescue and Victoria Falls Wildlife Trust in Zimbabwe and the Mara Elephant Project in Kenya.

Despite the many challenges of living through a pandemic, 2021 has been a year of innovation, education and inspiration. Let's start with innovation – On June 23rd 2021, we launched World Female Ranger Day as a global awareness day to celebrate and support female wildlife rangers. We made the decision to spotlight African female rangers for 2021 but, in fact, ranger teams from around the world got involved. It's been fascinating and inspiring to hear the stories of rangers in Venezuela, China, India, Sri Lanka, Tasmania, Australia, Scotland, the list goes on. We were also overwhelmed (and completely thrilled!) with the amount of media attention we received around the day. For the first time, we brought together female rangers from different African countries on BBC Woman's Hour, Times Radio and BBC Conversation, to mention a few, to share far and wide their remarkable work in protecting wildlife and wild spaces.

What has come to light more than anything is that even though these women may be on different sides of the planet, their needs and challenges are very similar. We have been working hard to raise awareness and funds and build connections to help make a difference.

Next up is education. I was delighted to be invited to A World For Travel Forum in Evora, Portugal to deliver a keynote talk on the 'Crossroads of Conservation and Travel' and the need for cross-sector collaboration. I was the only representative there from a conservation NGO, and it was a privilege to address 350 in-person delegates and 50,000 online. Additionally, it was a great honour to deliver an online talk, by Ian Redmond OBE's invitation no less, to 120,000 delegates, predominantly in China.

2021 has been a year of inspiration. I was fortunate to fit in a three-week trip to Kenya and South Africa in November. In Kenya, I spent time with the Mara Elephant Project Rangers and also with Big Life Foundation. I had the privilege of patrolling with both of these teams on the front line and being part of two ambush operations, one resulting in a bushmeat poacher arrest. I spent a wonderful week with The Black Mambas in South Africa, our long-term partners at How Many Elephants. It's always a pleasure to see first-hand where our hard-earned funds are being spent and the impact they are making.

To see the work and the effort that is happening "on the ground" in Africa is phenomenal. The dedication of the rangers, the tireless work ethic of the management and their iron will to make a difference, despite all the challenges Covid-19 has brought, drive me forward to continue promoting their work and raising funds. Inspired, yes!

# LETTER FROM CHAIR



*Everything is connected. Nothing exists in isolation. Let's work together.*

## **The Bigger Picture**

In 2020, the global economy collapsed with the outbreak of Covid-19, thought to have originated from a wild animal. I ask you today to consider what we have learnt from the pandemic. Hopefully, we have learnt that no problem is too far away not to affect us. Whether we are talking about climate change, biodiversity loss or Covid-19, it all demonstrates our fragile relationship with nature. It affects us all ultimately.

The pandemic has shown the importance of working together and how quickly we can mobilise, adapt and change when we have to. We have been working hard to form long-term partnerships with organisations in the voluntary, public and private sectors and are continuing to build relationships with ranger teams and NGOs in Africa and beyond.

## **Public Benefit Statement**

We are focused on supporting the preservation of African elephants in the wild for the current and future generations to come. As a result of poaching (both bushmeat and the illegal wildlife trade) and the destruction of their natural habitat, African elephants are at serious risk of becoming extinct in the wild. This is not just an environmental issue, we depend on biodiversity for our own survival. Education and awareness are key to changing attitudes and behaviour towards the ivory trade. We are also focused on supporting frontline rangers

## **Trustees**

As ever, our trustees continue to work hard to steer How Many Elephants' strategic direction through uncertain times. I am very grateful for our trustees' wisdom and thoughtfulness, who help us look at the bigger picture and how we might respond. So, to all the trustees, thank you for your contribution to guiding the charity and ensuring that our governance and leadership will continue to provide a professional and multi-skilled trustee board.

## **Moving Forwards**

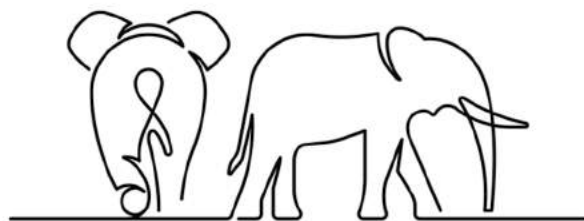
We will continue to work hard to raise awareness, provide education and support direct action initiatives in the fight to save the African elephants and support rangers on the front line.

To all our loyal supporters, a heartfelt thank you, we could not achieve what we do without you.

Holly Budge  
Founder / Chair

YOU  
US  
WE  
ALL

CAN MAKE A DIFFERENCE



HOW.MANY.ELEPHANTS

# PROJECTS



PROGRAMME: DIRECT ACTION

PROGRAMME: AWARENESS

PROGRAMME: EDUCATION

FUNDS RAISED: ONGOING

## WORLD FEMALE RANGER DAY

### GLOBAL

We launched World Female Ranger Day this year on June 23rd. This ground-breaking global awareness day celebrates and supports female wildlife rangers worldwide, with a spotlight on Africa in this first year.

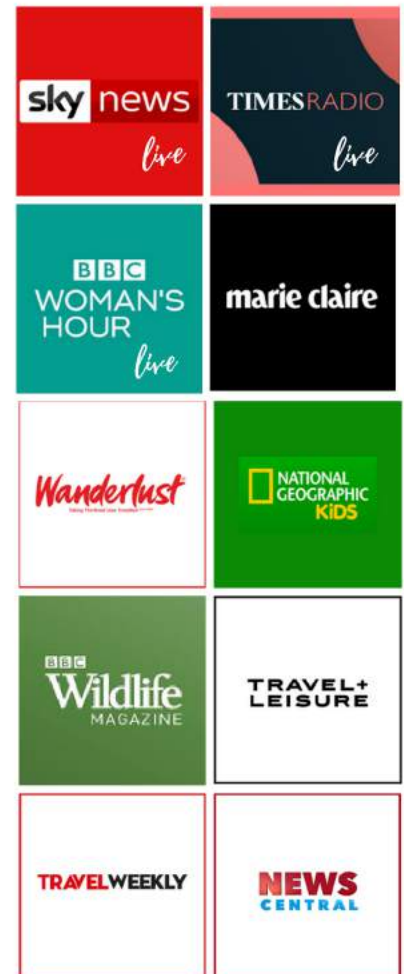
**These women are bold, changing the game and paving the way for women to stand alongside men at the forefront of conservation, but they need allies.**

World Female Ranger Day marked the first time that female wildlife rangers have been recognised collectively on a global platform, to tell their stories, have access to peer support, offer and receive advice, and share knowledge.

As champions of wildlife conservation, role models, educators and as beacons of hope, female rangers are not only transforming attitudes towards the role of women in Africa and beyond but are also showing the capabilities and success of females in traditionally male roles.

Less than 11% of the global wildlife ranger workforce is female. With women being natural communicators, protectors and investing their earned income in their families, bringing gender equity and equal opportunity into the workforce enhances conservation efforts and relationships within communities.

The global media picked World Female Ranger Day up and we achieved a reach of over 366 million viewers in our first year.





PROGRAMME: DIRECT ACTION

PROGRAMME: AWARENESS

GRANT AWARDED: £2540.26

## WORLD FEMALE RANGER AWARD

### KENYA

As part of World Female Ranger Day, we launched the World Female Ranger Award to give international recognition to a female ranger who has shown dedication and commitment to protecting wildlife species.

**We are delighted to announce that the first-ever recipient of the World Female Ranger Award has been given to Caren Yegon Cheptoo, a Mara Elephant Project (MEP) Ranger deployed with the Sheldrick Wildlife Trust Mau De-Snaring Unit.**

Tasked with protecting the vitally important Mau Forest in the Greater Mara Ecosystem, Caren and her ranger team combat habitat destruction, poaching and conflict in their area of patrol.

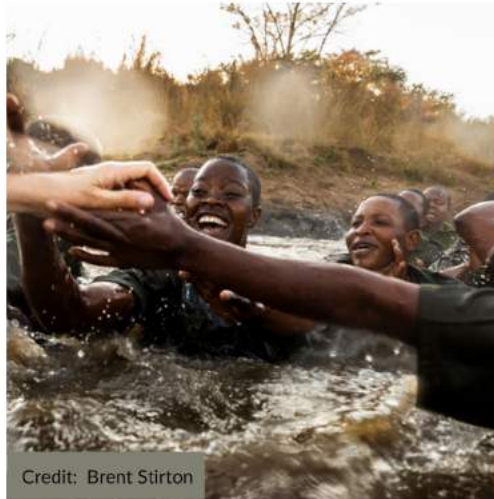
Through this award, we want to shine a light on female rangers work in the field, and MEP is extremely honoured that Caren is the inaugural recipient. Caren alongside the entire MEP ranger team all received an end-of-year bonus for this accolade.



"Thank you to How Many Elephants for acknowledging our rangers' important work"

**Marc Goss**  
CEO  
Mara Elephant Project





PROGRAMME: DIRECT ACTION

PROGRAMME: AWARENESS

PROGRAMME: EDUCATION

TARGET: £73,000

 GlobalGiving

## HELP SUPPORT FEMALE RANGER TEAMS IN AFRICA

### AFRICA

The aim of this ongoing fundraising campaign on GlobalGiving is to raise funds for female ranger teams in Africa.

**The female ranger movement is gathering momentum. Nyaradzo, Felicia and Talent are all women who live in different countries but have a common goal as female rangers to protect wildlife.**

Many have suffered from abuse, marginalisation, illness and extreme poverty. Becoming a ranger has empowered them, and made them breadwinners and positive role models in their communities and to women around the world.

How Many Elephants support the brave women that are protecting the natural world but they need our help.

“

"Having spent time on the front line with multiple all-female anti-poaching units across Africa, it's evident why the female ranger movement is picking up such momentum. These women are proving highly successful at patrolling as well as easing local tension and strengthening relationships within their communities."

**Holly Budge**  
Founder  
How Many Elephants



Left to right, credit: Black Mambas



PROGRAMME: DIRECT ACTION

PROGRAMME: AWARENESS

PROGRAMME: EDUCATION

FUNDS RAISED: £5003.98

## USING SOLAR POWERED WIFI TO TEACH RURAL AFRICAN CHILDREN TO CONSERVE WILDLIFE

### SOUTH AFRICA

The aim of this project was to raise funds for our direct action partner, The Black Mambas, to purchase solar-powered WiFi to support their educational programme, The Bush Babies, at their resource centre in the Maseke Village community.

The Bush Babies programme interacts with 1300 primary-school children in the local tribal communities on the borders of the Balule Nature Reserve. The programme teaches these children how to conserve the local wildlife and their natural heritage. It is critical for personal growth that these children become part of the global community. The addition of WiFi will give them access to online learning resources, transforming the course delivery, scope and impact. These children are changemakers of tomorrow but need the right tools today to educate and inspire others in their community, and beyond.

Our \$5000 USD target was exceeded, thanks to the support of over 200 international donors. With these funds, wifi has been installed, a web camera and Bluetooth speakers. This technology truly has made a difference in their centre: they have watched educational movies with the children, done activities with music through Bluetooth during the load shedding which happens a lot in South Africa, and had online meetings.



"I want to express our gratitude to How Many Elephants, for the wonderful kindness and generosity shown towards the Black Mambas and Bush Babies. The recent donation for the installation of WiFi and solar-power has placed our program on the cutting-edge of community upliftment and conservation education. I do not think any of us could have imagined the added value this project would bring to the work of the Black Mambas and Bush Babies."

**Craig Spencer**  
MD  
Transfrontier Africa

# PROJECTS

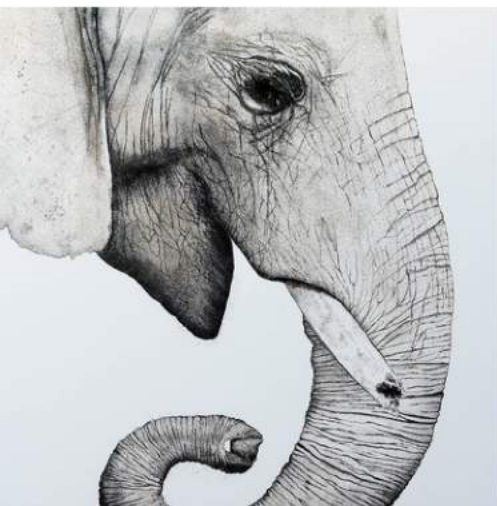


PROGRAMME: DIRECT ACTION

PROGRAMME: AWARENESS

PROGRAMME: EDUCATION

FUNDS RAISED: £3000



## POP-UP EXHIBITION & TALK

### UK

On December 14th/15th, we hosted two festive evenings at The Light Room in Alresford, Hampshire, UK.

Both evenings, kindly sponsored by the Uganda Tourism Board, were well attended, with fizz, gin and canapes to boot.

Our founder, Holly Budge, gave a short talk and showed some of her nail-biting video clips from the summit of Everest to patrolling with rangers teams in Africa.

Guests browsed our highly curated collection of elephant-inspired art and gifts from our talented collaborators.

Sponsored by:

**UGANDA**  
*The Pearl of Africa*  
[www.visituganda.com](http://www.visituganda.com)

# GRANTS AWARDED

Everything is connected. Nothing exists in isolation. Let's work together.



PROGRAMME: DIRECT ACTION



## THE BLACK MAMBAS

SOUTH AFRICA



“

*"How Many Elephants (HME) have been raising funds for our 'Black Mamba' Anti-Poaching Rangers for several years. Our operations have been impacted due to Covid-19 but the resilience and determination of Holly Budge and HME have been of great comfort in these difficult times. Their creativity, skills and ideas have no limits. The closure of events impacted their charity fundraising activities, but they never gave up. HME used the lockdown period to pivot their entire operation by using technology to launch the first World Female Ranger Week. A most impressive, original, far-reaching and sustainable campaign that celebrates female rangers in Africa and worldwide whilst providing the global fundraising technology needed to address the lack of funding due to global travel restrictions.*

*The World Female Ranger Day platform is straightforward to use; we are impressed with the level of detail, resources and thought given into creating this campaign. The scalability and potential for World Female Ranger Day know no bounds. HME's recent grant to us for the installation of WiFi and solar power has placed our program on the cutting edge of community upliftment and conservation education. I do not think any of us could have imagined the added value this project would bring to the work of the Black Mamba Rangers. Congratulations to HME for never giving up on their goal to use their creative skills to help us with our mission."*

**Craig Spencer**  
Founder

# GRANTS AWARDED

Everything is connected. Nothing exists in isolation. Let's work together.



## MARA ELEPHANT PROJECT

KENYA



*"Mara Elephant Project (MEP) and How Many Elephants are excited to announce that the first-ever recipient of the World Female Ranger Day Award has been given to Caren Yegon Cheptoo, an MEP ranger deployed with the Sheldrick Wildlife Trust Mau De-Snaring Unit. Tasked with protecting the vitally important Mau Forest in the Greater Mara Ecosystem, Caren and her ranger team combat habitat destruction, poaching and conflict in their area of patrol. World Female Ranger Day wants to shine a light on female rangers' work in the field, and MEP is extremely honoured that Caren is the inaugural recipient. Caren, alongside the entire MEP ranger team, received an end-of-year bonus for this accolade. Thank you to How Many Elephants for acknowledging our rangers' important work."*

**Marc Goss**  
CEO

# GRANTS AWARDED

Everything is connected. Nothing exists in isolation. Let's work together.



## AKASHINGA

ZIMBABWE



*"Despite the pandemic, in 2021 we ran a total of 208 operations in the areas we protect and deploy patrol missions. As a result of successfully executing these operations, we were able to contribute to a total of 351 arrests, confiscate 11 illegal weapons from poachers, destroy 341km of illegal monofilament fishing net found along the Zambezi Valley and impound 99 boats."*

**Damien Mander**  
Founder

# GRANTS AWARDED

Everything is connected. Nothing exists in isolation. Let's work together.



## VIC FALLS WILDLIFE TRUST

ZIMBABWE



*"As we bid farewell to 2021, I would like to thank you on behalf of our team for bringing hope, support, and friendship during another unparalleled year of challenges and accomplishments.*

*Victoria Falls town was upgraded to city status in 2021. Depending on future urban development plans, this will likely have far-reaching impacts. Many families can't afford to access electricity. These households have turned to illegal timber collection as their primary fuel source to the tune of 2 tonnes of timber per day illegally collected out of our hardwood forests. Vic Falls Wildlife Trust will be providing "rocket stoves" to these households, which mostly require a third of the amount of grass, leaves, and twigs - rather than wood. We hope to try and help protect our forests and help people find better development solutions.*

*Poaching and snaring will continue to rise for at least the first six months of 2022 due to the continued impacts of the pandemic: high unemployment, a slow tourism recovery, and food insecurity."*

**Jessica Dawson**  
Executive Director

# GRANTS AWARDED



Everything is connected. Nothing exists in isolation. Let's work together.



## NATIONAL PARK RESCUE

ZIMBABWE



*"The funds from How Many Elephants will be used to refurbish the living quarters of our female community scouts, providing them with new bedding, paint and any other necessary items to improve their home environment. The remaining funds will be allocated towards fuel and rations for both of our community scout teams. Our scouts each spend over 20 days per month on patrol, and they and their vehicles need fuel in the tank!"*

**Niall McCann**

Conservation Director

*Everything is connected. Nothing exists in isolation. Let's work together.*



## **HOLLY BUDGE**

*Founder/ Chair*

Be inspired to think big when you meet Holly Budge. Her passion, purpose and self-belief are contagious. She's a world-class adventurer with a couple of world records under her belt, including being the first woman to skydive Everest and race 1000km across Mongolia on semi-wild horses. She recently climbed to the summit of Everest and has raised over £400K for charities. She doesn't stop there. Her passion for elephants and educating a global audience about the ivory trade is evident through her multi-award-winning charity, How Many Elephants. Holly is gaining momentum quicker than a charging herd of elephants, both in the world of conservation and as a keynote speaker.



## **BARRY PAGE**

*Treasurer*

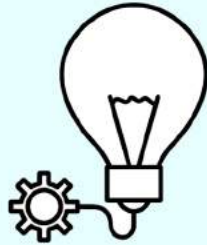
Barry's interest in wildlife conservation has evolved alongside his corporate professional career, during which he held a number of senior management positions for some of the leading Professional Consulting firms, including PwC and Ernst & Young (EY). Working and living across a number of continents over the last 30 years enabled him to explore the natural environment of many countries in his spare time, which cultivated a particular love of Africa and India. He was really excited when asked to join the Board having never forgotten the day he saw his first African Elephant in its natural environment in 2006.



## **MARTIN DANCY**

*Trustee*

Martin had no hesitation in supporting How Many Elephants as a Trustee in 2019 as he shares Holly's passion for both wild and domestic animals. Martin has a wealth of experience as an entrepreneur and brings his wisdom and guidance to the charity. Martin semi-retired to New Zealand in 2002 operating National Saddle Centre NZ until recently and now enjoys his small beef, sheep and olive oil farm North of Auckland, with his horses and three Great Danes.



Save the  
elephants and  
then you save  
yourself.

*Mark Shand*

# 21 THINGS WE DID BETTER IN 2021

Everything is connected. Nothing exists in isolation. Let's work together.



## #01 WE LAUNCHED WORLD FEMALE RANGER DAY!

Wow! What a buzz World Female Ranger Day on June 23rd created! The day was about raising awareness and funds for female rangers, with a spotlight on Africa this year. It was the first awareness day to celebrate and support female wildlife rangers and provide a platform to share their stories, access peer support and share best practice.



## #02 'WE' DID THE LONDON MARATHON

As if securing a place in the London Marathon in our first year wasn't exciting enough, our official How Many Elephants runner, Louise Lamb, did a brilliant run and raised £2,736.25. Well done Louise!



## #03 DID SOMEONE SAY AWARD WINNER?

We're delighted that our founder Holly Budge received two Stevie Awards for Women in Business, including 'The Most Innovative Woman of the Year in Non-Profit' and 'Female Thought Leader of the Year in Non-Profit'.

**HOLLY BUDGE**  
KEYNOTE SPEAKER • ADVENTURER • CONSERVATIONIST

# 21 THINGS WE DID BETTER IN 2021

*Everything is connected. Nothing exists in isolation. Let's work together.*



## #04 GRANT AWARDED TO AKASHINGA

We awarded £2,023.50 to Akashinga, an all-female ranger team in Zimbabwe, to buy equipment and uniforms to make sure they could continue with their vital anti-poaching work.



## #05 WE EXHIBITED IN PORTUGAL!

It was an honour to be commissioned to create a bespoke Herd of Hope Artwork for H.E. Rita Marques, Secretary of State for Tourism in Portugal & present it to her on the main stage at A World For Travel Forum in Evora, Portugal..



Credit: Ilan Godfrey

## #06 GRANTS AWARDED TO BLACK MAMBAS

We have awarded grants to the value of £6,307.06 to the Black Mambas in South Africa to help them continue their vital work; Uplifting communities, empowering women and protecting wildlife.

# 21 THINGS WE DID BETTER IN 2021

*Everything is connected. Nothing exists in isolation. Let's work together.*



## #07 GRANT AWARDED TO VFWT

We are delighted to support the vital work of Victoria Falls Wildlife Trust; They rescue, rehabilitate and release wildlife harmed by people. Plus, study wildlife to find scientific solutions for long-term conservation. Our grant of £942.37 was doubled by a match funder.



## #08 WE HAD A POP UP EXHIBITION!

To get in the Christmas mood, we popped the champagne corks as our wonderful in-person supporters admired the work of the seven creatives we collaborated with, and £3000 was raised for our direct-action partners.



## #09 WE VISITED KENYA!

Founder, Holly Budge, visited the Mara Elephant Project and Big Life Foundation in Kenya to see first-hand the impact they are making "on the ground". Both of these organisations are doing brilliant and vital work.

# 21 THINGS WE DID BETTER IN 2021

*Everything is connected. Nothing exists in isolation. Let's work together.*



## #10 WE TIDIED THE STOCK ROOM! (AGAIN)

One of the positives of being in lockdown was having more time to do jobs like tidying the How Many Elephants HQ and stationery stockroom!



## #11 WE'VE BEEN TALKING... ALOT!

We've been doing lots of live (and virtual) talks and podcasts (well Holly has!), spreading the word about our charity and the impact it is making through awareness, education and "on the ground" in Africa.



## #12 WE COLLABORATED WITH CREATIVES

We love working with a diverse group of creatives. One of our faves is the talented photographer, Amish Chhagan.

*"This is not a business for me, it is part of a revolution to protect the planet and its wildlife inhabitants using the most powerful weapon I own - my camera."*

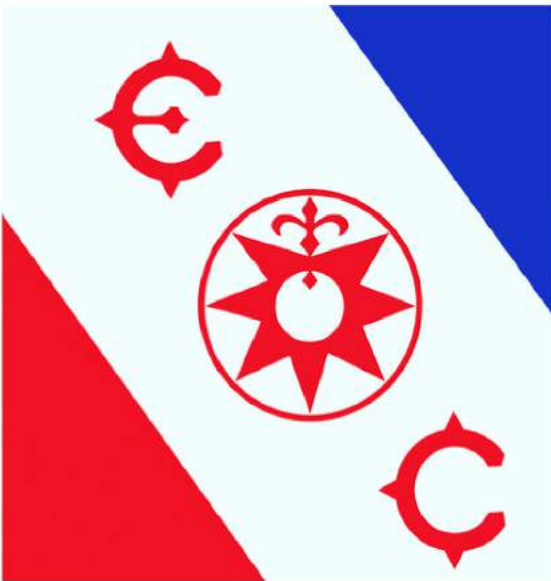
# 21 THINGS WE DID BETTER IN 2021

*Everything is connected. Nothing exists in isolation. Let's work together.*



## #13 GOT FEATURED IN BBC WILDLIFE

We felt honoured to be featured alongside Ian Redmond and Sean Willmore in this article about the vital work of wildlife rangers.



## #14 THE EXPLORERS CLUB, NO LESS!

Our founder, Holly Budge, has accepted membership at The Explorers Club. With only 3.5k members globally, including Jane Goodall, it is such a privilege to be part of an iconic institution known for its advancement of field research, scientific exploration and resource conservation.



Credit: NPR

## #15 GRANT TO NATIONAL PARK RESCUE

We donated £2000 to National Park Rescue thanks to our supporters who have helped keep their vital conservation work going. Their rangers and community scouts work tirelessly on the ground to protect the wildlife, and we are proud to call them our partners.

# 21 THINGS WE DID BETTER IN 2021

*Everything is connected. Nothing exists in isolation. Let's work together.*



## #16 LIVE ON BBC WOMANS HOUR

We were overwhelmed (and completely thrilled!) with the incredible amount of media attention we received around World Female Ranger Week. The remarkable work of the female rangers was shared far and wide, amplifying our mission to make this a global initiative to support female rangers around the world.



## #17 LIVE ON NEWS CENTRAL

Founder, Holly Budge, spoke on News Central TV about why the female ranger movement in Africa is picking up such momentum and how the lack of tourism due to Covid-19 has impacted their work.



## #18 WE PARTNERED WITH...

We are delighted to have partnered up with the Uganda Tourism Board who kindly sponsored our Christmas Pop-Up Shop and Exhibition at The Light Room, in Hampshire UK.

# 21 THINGS WE DID BETTER IN 2021

*Everything is connected. Nothing exists in isolation. Let's work together.*



## #19 WE SOLD LOTS OF STATIONERY

Our vibrant handmade stationery collection has a purpose beyond looking fabulous! Each sale champions and supports female wildlife rangers working on the front line of wildlife conservation in Africa.



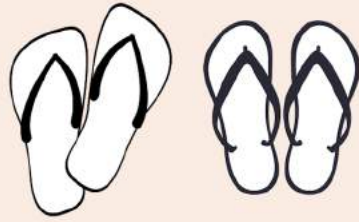
## #20 WE ORGANISED A BBC CONVERSATION

Two female rangers - Tsakane Nxumalo from The Black Mambas, South Africa, and Lisa Siamusantu from Kufadza, Zambia, talked about their work protecting wildlife and empowering women.



## #20 WE STAYED POSITIVE

Navigating the charity space has been a challenge. Covid-19 has demonstrated that nothing exists in isolation and everything is connected. Whether we are talking about climate change, biodiversity loss or Covid-19, it all relates to our fragile relationship with nature.



If you want to  
fast, go alone.  
If you want to go  
far, go together.

*African Proverb*

# HOW TO GET INVOLVED

*Everything is connected. Nothing exists in isolation. Let's work together.*

- **Join our herd** on social media to help us spread awareness
- **Donate** online at [www.howmanyelephants.org](http://www.howmanyelephants.org). Every little bit helps make a difference.
- **Fundraise.** Have a birthday coming up? Fancy a challenge? Create your very own fundraising page on [www.worldfemalerangerday.org](http://www.worldfemalerangerday.org)
- **Partner with us** - We believe long-term strategic partnerships are essential. Contact us at [gulp@howmanyelephants.org](mailto:gulp@howmanyelephants.org) to find out more.
- **Collaborate with us** - Are you a designer, artist, photographer, writer, scientist, politician, teacher, student, a business owner? If you have passion, time and skills, we'd love to hear from you.
- **Leave a legacy** - Your donation makes a huge difference to the future survival of African elephants and the rangers protecting them.
- **Become a volunteer** - We know from experience that when passionate and like-minded people join together, the sparks start flying. If you have a burning desire to offer your time and skills, we have a number of exciting roles for you.
- **Sign up for our newsletter** online at [www.howmanyelephants.org](http://www.howmanyelephants.org)
- **Request a speaker for your next event.** Contact us at [gulp@howmanyelephants.org](mailto:gulp@howmanyelephants.org)
- **Buy our merchandise** - buy our beautiful handmade stationery and artwork. Each sale supports direct-action projects in Africa.



Join our herd!



@howmanyelephants



@howmanyellies



The journey  
of a thousand  
miles begins  
with one step.

*Lao Tzu*

# 2021 AND BEYOND



*Everything is connected. Nothing exists in isolation. Let's work together.*

The non-profit sector is certainly challenging right now. But what we do know is that our dedication and passion for our valuable contribution to elephant conservation in Africa and to rangers working on the front line has not changed. We look forward to 2022 with bright eyes and warm hearts to continue supporting our wonderful direct action partners.

Our areas of interest for grantmaking going forwards will include:

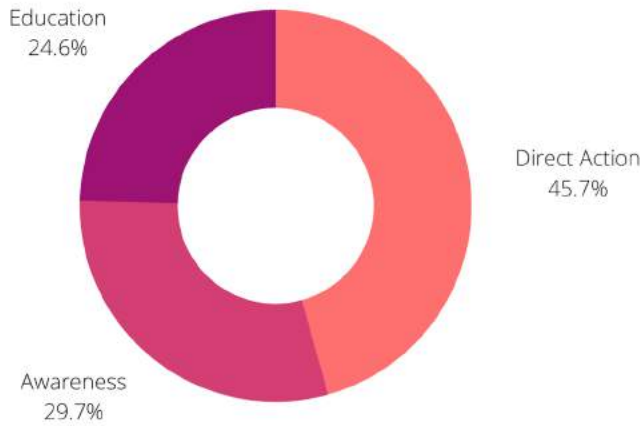
- anti-poaching initiatives and activities
- community outreach programmes
- conservation-related activities and projects
- research relating to conservation
- training
- education
- public awareness initiatives

We are beyond excited to build on the success of World Female Ranger Day and launch World Female Ranger Week on June 23-30th. One day simply wasn't enough time to cover the many inspirational stories that we have found or that have found their way to us. This week-long event will be dedicated to female rangers around the world, who can share their stories and raise funds on our platform.

Stay up to date with our campaign news at [www.howmanyelephants.org](http://www.howmanyelephants.org) and once again, thank you to all our loyal supporters.

Everything is connected. Nothing exists in isolation. Let's work together.

## EXPENSES BY PROGRAMMES

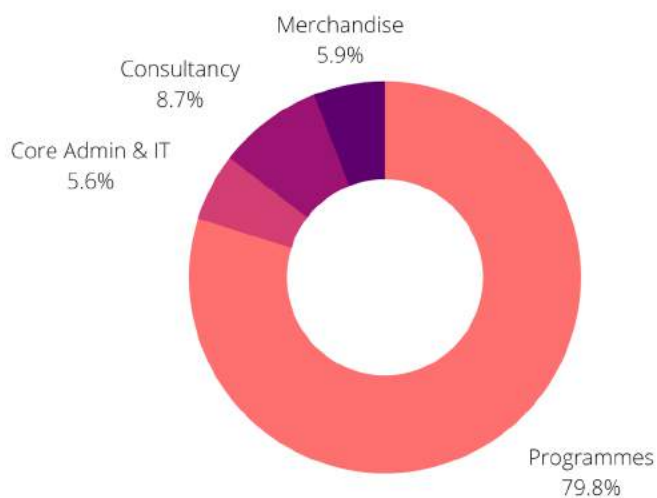


**PROGRAMME: DIRECT ACTION**



**PROGRAMME: AWARENESS**

## EXPENSES BY TYPE



**PROGRAMME: EDUCATION**

# TREASURER'S REPORT



*Everything is connected. Nothing exists in isolation. Let's work together.*

As a charity with a small team of Trustees, a great deal was achieved while keeping running costs to an absolute minimum, with core admin and IT costs at 5.6%. The majority of money raised (80%) went directly to supporting the charity's three programmes, of which 46% went directly to the programme supporting direct-action partners working in the field. With 25% and 30% targeted on our Education and Awareness programmes respectively. Grants were given to a greater number of Direct-Action groups in 2021 than in the prior year, with support given to Akashinga, Conservation Lower Zambezi, Cottars Wildlife Conservation Trust, Mara Elephant Project, National Park Rescue, The Black Mambas and Victoria Falls Wildlife Trust.

Despite another challenging year of raising money for wildlife-related initiatives, the charity had a good second year and, as an indicator of stability and growth, exceeded the Charity Commission's income threshold over which an independent review is required of its finances and governance. The majority of income was generated via various fundraising initiatives, with other significant contributions coming from direct donations and merchandise sales.

The aim for the coming years is to continue efforts to promote all these channels of income while also applying for grants from charitable trusts and foundations.

Again, none of the Trustees received any form of remuneration or reimbursement of expenses they incurred during the year. The charity's Risk Register was maintained and updated as necessary throughout the year, which incorporates financial-related considerations. The level of Reserves continues to be monitored and has run at a level necessary to cover core admin and overhead running costs for at least six months. The expenditure across the three programmes, Direct Action, Awareness and Education has been managed prudently and is very much dependent on the levels and timing of funding received from across the various income streams.

The Board are planning to enhance its level of budgeting and forecasting in the next year, a direct result of its level of confidence in raising higher levels of donations, thereby enabling it to increase its activities across the three programmes. The net loss reported from expenditure exceeding income of £6,633.55 for the year was more than covered by the positive carry forward from the prior year, and the charity ended the year with total cash on account holding totalling £4,012.85 at the end of 2021.

The charity ended the year in a strong position to continue into 2022, having made a positive contribution to its Objects and delivered across its three principal programmes. A continued focus on minimising core running costs and good governance have set the foundations for continuity and the ability to make a positive difference in promoting the conservation of wildlife for future generations.

*Barry*

Barry Page  
Treasurer

**STATEMENT OF FINANCIAL ACTIVITIES (INCORPORATING THE INCOME AND EXPENDITURE  
FOR THE YEAR ENDED 31 DECEMBER 2021**

	Notes	Unrestricted Funds £	Restricted Funds £	2021 Total £	Unrestricted Funds £	2020 Total £
<b>Income</b>						
Donations	2	50,164	10,663	60,827	58,980	58,980
Other income	3	3,731	-	3,731	856	856
Investment income	4	1	-	1	1	1
<b>Total Income</b>		<b>53,896</b>	<b>10,663</b>	<b>64,559</b>	<b>59,837</b>	<b>59,837</b>
<b>Expenditure</b>						
Charitable activities	5	59,659	10,663	70,322	54,191	54,191
<b>Total expenditure</b>		<b>59,659</b>	<b>10,663</b>	<b>70,322</b>	<b>54,191</b>	<b>54,191</b>
<b>Net income/expenditure</b>		<b>(5,763)</b>	<b>-</b>	<b>(5,763)</b>	<b>5,646</b>	<b>5,646</b>
Transfers between funds		-	-	-	-	-
<b>Net movement in funds</b>		<b>(5,763)</b>	<b>-</b>	<b>(5,763)</b>	<b>5,646</b>	<b>5,646</b>
<b>Reconciliation of funds:</b>						
Total funds brought forward		5,646	-	5,646	-	-
<b>Total funds carried forward</b>		<b>(117)</b>	<b>-</b>	<b>(117)</b>	<b>5,646</b>	<b>5,646</b>

All transactions are derived from continuing activities.

All recognised gains and losses are included in the Statement of Financial Activities

**BALANCE SHEET  
AS AT 31 DECEMBER 2021**

	Notes	2021		2020	
		£	£	£	£
<b>Current Assets</b>					
Stock	7	1,650		-	
Cash at bank and in hand		<u>4,013</u>		<u>10,646</u>	
		5,663		10,646	
<b>Creditors: amounts falling due within one year</b>					
	8	<u>(5,780)</u>		<u>(5,000)</u>	
<b>Net Current Assets</b>			(117)		5,646
Net Assets			<u>£(117)</u>		<u>£ 5,646</u>
<b>Funds</b>					
Unrestricted Funds	10		(117)		5,646
			<u>£(117)</u>		<u>£ 5,646</u>

The financial statements were approved by the Board and signed on its behalf by:

*Holly Budge*

Holly Budge  
Chair

Date: 26.10.22

The notes on the following pages form an integral part of these financial statements

## **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2021**

### **1 Accounting Policies**

#### **1.1 Charity information**

How Many Elephants is a charity registered in England. The registered office is The Light Room, The Old Chapel, The Dean, New Arlesford, Hampshire, SO24 9BQ.

How Many Elephants meets the definition of a public benefit entity under section 34 of FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value, unless otherwise stated in the relevant accounting policy.

The principal objectives of the charity are detailed in the Trustees Report.

#### **1.2 Basis of preparation of financial statements**

The financial statements have been prepared in accordance with Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (issued October 2019) - Charities SORP (FRS102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), and the Charities Act 2011.

#### **1.3 Income**

Voluntary income is received by way of donations and gifts and is included in full in the Statement of Financial Activities when receivable. Donated assets and services are included at the value to the charity where this can be quantified and a third party is bearing the cost. The value of services provided by volunteers has not been included.

Grants, including grants for the purchase of fixed assets, are recognised in full in the Statement of Financial Activities in the year to which they relate.

Income from investments is included in the year in which it is receivable.

#### **1.4 Expenditure**

Resources expended are recognised in the period in which they are incurred. Resources expended are allocated to the particular activity where the cost relates directly to that activity.

#### **1.5 Deferred Income**

Income is deferred where the charity is not yet entitled to the use of the resources. When the pre-conditions for use are met then the income is recognised.

#### **1.6 Going Concern**

The financial statements have been prepared on a going concern basis as the trustees believe that no material uncertainties exist. The trustees have considered the levels of funds held and the expected level of income and expenditure for 12 months from authorising these financial statements. The budgeted income and expenditure is sufficient with the level of reserves for the charity to be able to continue as a going concern.

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2021**

<b>2 Donations</b>	<b>Unrestricted Funds £</b>	<b>Restricted Funds £</b>	<b>2021 £</b>	<b>Unrestricted Funds £</b>	<b>2020 £</b>
Donations received	19,732	10,663	30,395	24,035	24,035
Services received in kind	30,432	-	30,432	34,945	34,945
	<u>50,164</u>	<u>10,663</u>	<u>60,827</u>	<u>58,980</u>	<u>58,980</u>
<b>3 Other income</b>	<b>Unrestricted Funds £</b>	<b>Restricted Funds £</b>	<b>2021 £</b>	<b>Unrestricted Funds £</b>	<b>2020 £</b>
Merchandise sales	3,731	-	3,731	856	856
	<u>3,731</u>	<u>-</u>	<u>3,731</u>	<u>856</u>	<u>856</u>
<b>4 Investment income</b>	<b>Unrestricted Funds £</b>	<b>Restricted Funds £</b>	<b>2021 £</b>	<b>Unrestricted Funds £</b>	<b>2020 £</b>
Bank interest	1	-	1	1	1
	<u>1</u>	<u>-</u>	<u>1</u>	<u>1</u>	<u>1</u>
<b>5 Charitable activities</b>	<b>Unrestricted Funds £</b>	<b>Restricted Funds £</b>	<b>2021 £</b>	<b>Unrestricted Funds £</b>	<b>2020 £</b>
Programme: Education	-	7,892	7,892	10,113	10,113
Programme: Awareness	6,770	2,771	9,541	-	-
Consultancy costs	3,486	-	3,486	-	-
Merchandise costs	2,367	-	2,367	359	359
Adjustment for closing stock	-	1,650	1,650	-	-
Commissions and charges	108	-	108	446	446
IT costs	2,138	-	2,138	234	234
Travel and conference costs	569	-	569	-	-
Grants awarded	14,659	-	14,659	8,094	8,094
Independent examination	780	-	780	-	-
In kind donations of services:					
Consultancy costs	8,500	-	8,500	15,250	15,250
Media coverage	18,312	-	18,312	12,925	12,925
Facilities	3,000	-	3,000	6,000	6,000
Printing & IT	620	-	620	770	770
	<u>59,659</u>	<u>10,663</u>	<u>70,322</u>	<u>54,191</u>	<u>54,191</u>

**6 Employees**

The charity did not employ any staff during the period. No trustees received any remuneration as they all act in an unpaid capacity. During the year £Nil expenses were paid to Trustees (2020: £Nil)

**NOTES TO THE FINANCIAL STATEMENTS  
FOR THE YEAR ENDED 31 DECEMBER 2021**

**7 Stock**

	2021 £	2020 £
Art and materials	1,650	-
	<u>1,650</u>	<u>-</u>

**8 Creditors: amounts falling due within one year**

	2021 £	2020 £
Accruals	780	-
Loan from related party	5,000	5,000
	<u>5,780</u>	<u>5,000</u>

**9 Analysis of Net Assets between Funds**

	Unrestricted Funds £	Restricted Funds £	2021 £
Fund balances at 31 December 2021 as represented by:			
Current assets	5,663	-	5,663
Current liabilities	(5,780)	-	(5,780)
	<u>(117)</u>	<u>-</u>	<u>(117)</u>
	Unrestricted Funds £	Unrestricted Funds £	2020 £
Fund balances at 31 December 2020 as represented by:			
Current assets	10,646	-	10,646
Current liabilities	(5,000)	-	(5,000)
	<u>5,646</u>	<u>-</u>	<u>5,646</u>

**10 Unrestricted Funds**

	1 January 2021 £	Income £	Expenditure	31 December 2021 £
General reserve	5,646	53,896	59,659	(117)
	<u>5,646</u>	<u>53,896</u>	<u>59,659</u>	<u>(117)</u>
	1 January 2020 £	Income £	Expenditure	31 December 2020 £
General reserve	-	59,837	54,191	5,646
	<u>-</u>	<u>59,837</u>	<u>54,191</u>	<u>5,646</u>

**11 Restricted Funds**

	1 January 2021 £	Income £	Expenditure	31 December 2021 £
WFRD	-	10,663	10,663	-
	<u>-</u>	<u>10,663</u>	<u>10,663</u>	<u>-</u>
	1 January 2020 £	Income £	Expenditure	31 December 2020 £
WFRD	-	-	-	-
	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>

## **Independent Examiner's Report to the Trustees of How Many Elephants**

I report on the accounts of the trust for the year ended 31<sup>st</sup> December 2021, including the Statement of Financial Activities, Balance Sheet, and related notes.

### **Responsibilities and basis of report**

As the charity's trustees you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

I report in respect of my examination of the charity's accounts carried out under section 145 of the Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

### **Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view' which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



.....  
Kerry Lawrance FCA Date:

28th October 2022

Compass Accountants Limited  
Venture House, The Tanneries  
East Street, Titchfield, Hants.  
PO14 4AR

## HOW MANY ELEPHANTS

England & Wales - Charity number 1186238

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# Accounts

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**ANNUAL REPORT 2020**



How Many Elephants  
UK Registered Charity (1186238)  
gulp@howmanyelephants.org  
[www.howmanyelephants.org](http://www.howmanyelephants.org)



Extinction  
means forever  
Vulnerable  
means act now

*Holly Budge*



Credit: Hannah Strand

[WWW.HOWMANYELEPHANTS.ORG](http://WWW.HOWMANYELEPHANTS.ORG)

# WHAT'S INSIDE

*Every day counts | Every life matters | Every little bit helps*

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Below: The '96 Elephants a Day' Necklace has won five design awards so far. Designed and made by the founder of How Many Elephants and designer, Holly Budge, in vegetable ivory to show the daily poaching rate currently in Africa. Holly uses design as a powerful communication tool to bridge the gap between scientific information and human connection.



# OUR VISION

*Every day counts | Every life matters | Every little bit helps*

- To raise awareness and educate a global audience about the devastating impacts of the African Elephant ivory trade through our design-led visual campaign.
- To support direct action female wildlife ranger teams working on the front line in Africa.

Our vision is tightly focused on African elephants and female rangers. Why? To paraphrase Zig Ziglar, we can deliver greater impact by being a meaningful specific rather than a wandering generality.

Few people know that 96 elephants are poached each day. That's 35,000+ of these magnificent and iconic animals disappearing year after year. At this rate, they will be extinct in the wild within a decade. We were pretty horrified with these statistics, and so we took action. Our global travelling exhibition displays this data visually. To see 35,000 elephant silhouettes in one space is impactful. Part of the originality of our hard-hitting design-led campaign is in our approach to avoid gruesome and shocking imagery to portray the facts. We use design as a powerful communication tool to bridge the gap between scientific data and human connection.

Our work is divided into three distinct programmes:

**DIRECT ACTION**

**AWARENESS**

**EDUCATION**

Often overlapping but having these key areas helps guide our vision, our work and measure our impact. Specific areas of interest for grantmaking include anti-poaching initiatives and activities, community outreach programmes, conservation-related activities and projects, research relating to conservation, training, education and public awareness initiatives.



**PROGRAMME: DIRECT ACTION**



**PROGRAMME: AWARENESS**



**PROGRAMME: EDUCATION**

# WHAT WE DO

Every day counts | Every life matters | Every little bit helps

## WHAT

WE'RE A DESIGN-LED, 100% NON-GORY CAMPAIGN RAISING AWARENESS OF THE AFRICAN ELEPHANT CRISIS.

*Advocating*  
FEMALE RANGERS  
WORKING ON THE FRONT LINE



We use design as a powerful communication tool to bridge the gap between scientific data and human connection, in a 100% non-gory way.



## WHY

FEW PEOPLE KNOW THAT 96 ELEPHANTS ARE POACHED EACH DAY.

THESE WOMEN ARE CHANGING THE ATTITUDES TOWARDS THE ROLE OF WOMEN.



Credit: Ilan Godfrey

If the elephants go extinct, entire ecosystems could follow as they are keystone species and important ecosystem engineers.

We're proud to champion and support female rangers in Africa and the valuable work they are doing. They are role models, educators and beacons of hope.

## HOW

PROGRAMME: DIRECT ACTION

PROGRAMME: AWARENESS

PROGRAMME: EDUCATION

### DIRECT ACTION GRANTS AWARDED TO:



#### THE BLACK MAMBAS

All female anti-poaching team in South Africa



#### NATIONAL PARK RESCUE

Direct-action anti-poaching team in Chizarira Nat. Park, Zimbabwe



#### VIC FALLS WILDLIFE TRUST

Wildlife Disease & Forensics Lab tackling wildlife management issues in Zimbabwe



#### AKASHINGA

All female ranger team in Zimbabwe



Conservation is complex and calls for a multi-faceted approach. All our work is centred around these three distinct areas - Awareness, Education & Direct-action funding. This guides our approach to the work we do with elephants, rangers and communities.

# OUR OBJECTIVES

*Every day counts | Every life matters | Every little bit helps*

## WE SUPPORT THE UN SUSTAINABLE DEVELOPMENT GOALS

How Many Elephants aligns with the UN Sustainable Development Goals, designed to "achieve a better and more sustainable future for all" by 2030. We specifically align with the following goals:

### SUSTAINABLE DEVELOPMENT GOALS



### CHAMPION AND SUPPORT FEMALE RANGERS

**5** GENDER EQUALITY



With many rural women still denied education and jobs, with limited opportunities in trade, industry and government, the female ranger movement is a big step forward for gender equality.



### HELP PROTECT ELEPHANTS

**15** LIFE ON LAND



Few people know 96 elephants are poached each day for their ivory. That's a whopping 35,000 elephants a year! At this rate, the African Elephant in the wild could be extinct within the next decade. Gulp!

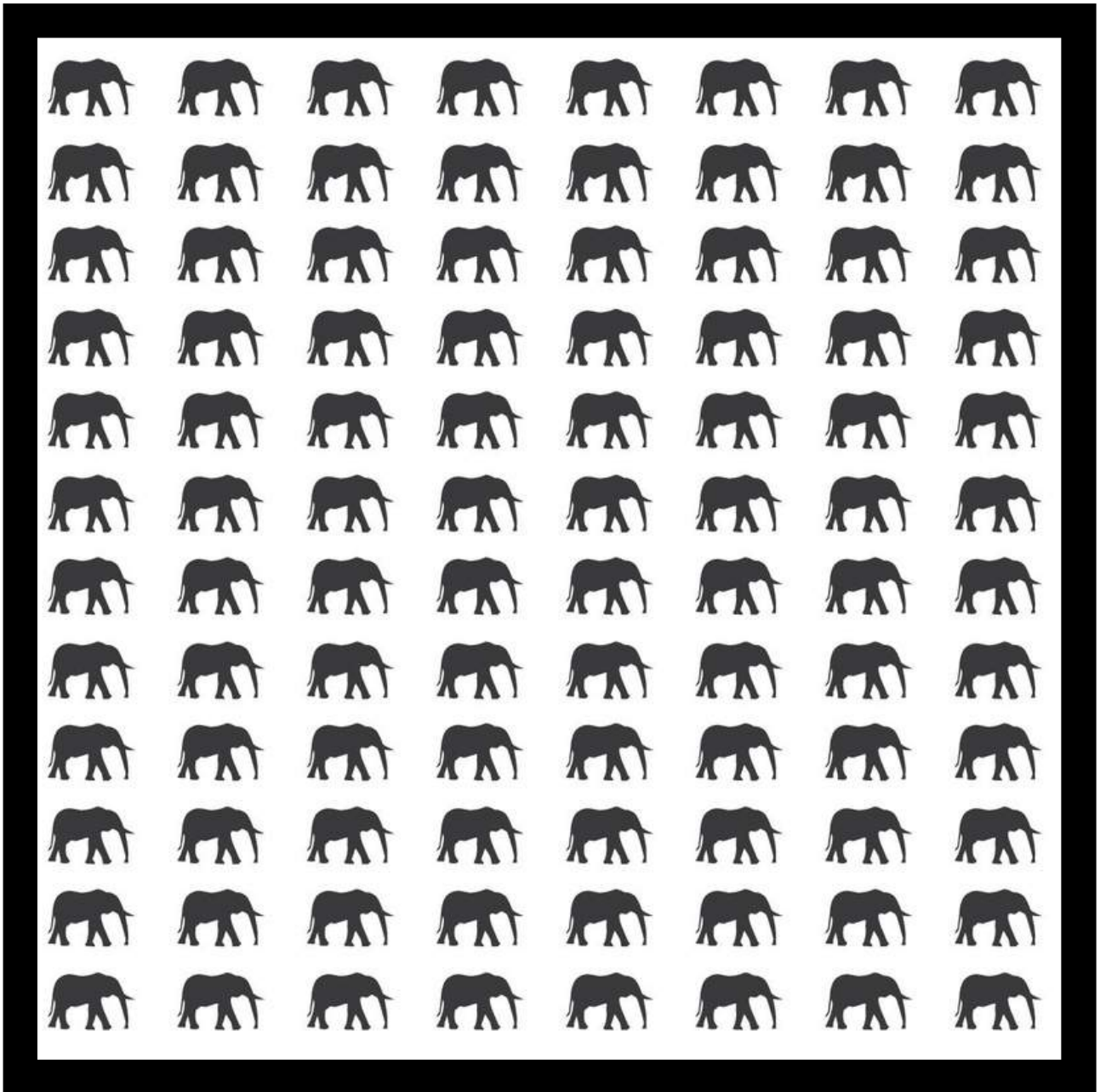


### FORM MEANINGFUL PARTNERSHIPS

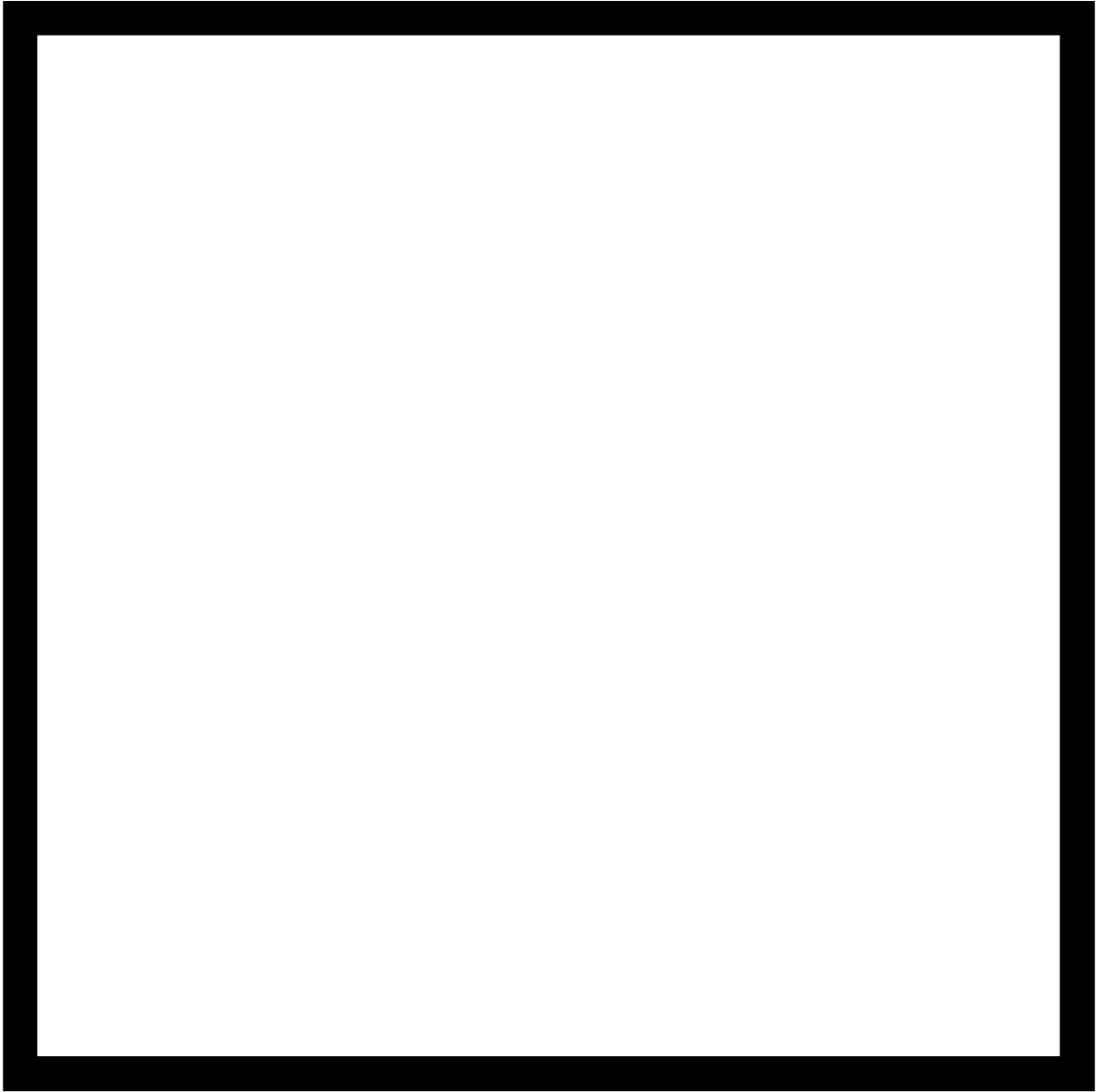
**17** PARTNERSHIPS FOR THE GOALS



The sparks start flying when passionate and like-minded people join together. How Many Elephants aligns with the UN Sustainable Development Goal, No. 17 – Partnership's for the Goals.



**This is what one day  
of poaching in  
Africa looks like.**



**This is what  
extinction  
looks like.**

# LETTER FROM CHAIR

*Every day counts | Every life matters | Every little bit helps*

Navigating the fundraising space in 2020 has been a challenge. There is no denying it has been a tough first year but a character-building one too. We have kept our morale high, for the most part, pushed forward by our total commitment and dedication to the work of the charity.

Our role is to inspire, educate and act to make a difference to landscapes, wildlife and communities in Africa. We continue to raise awareness of the African elephant crisis through our design-led campaign and support direct-action projects in Africa. Grants have been awarded to The Black Mambas in South Africa, Akashinga, National Park Rescue and Victoria Falls Wildlife Trust in Zimbabwe this year.

## **The Bigger Picture**

Presenting people with "faraway" environmental issues when humanitarian issues are happening simultaneously and, often, much closer to home, presents a big challenge. However, Covid-19 has demonstrated that nothing exists in isolation and everything is connected. No faraway problem should be considered as out of reach. Whether we are talking about climate change, biodiversity loss or Covid-19, it all relates to our fragile relationship with nature and it affects us all.

In the recent words of Sir David Attenborough, "perhaps the most significant lesson brought by these last 12 months has been that we are no longer separate nations, each best served by looking after its own needs and security. We are a single, truly global species, whose greatest threats are shared and whose security must ultimately come from acting together, in the interests of us all."

Covid-19 has crippled the tourism industry in Africa (and globally) which is central to conservation efforts. This in turn has led to new challenges in protecting the African elephant. Without tourism revenue and the jobs that it supports, there is no money left for managing Africa's parks, nor for conservation work and most importantly, for neighbouring rural communities. The collapse of tourism has triggered a ripple of negative effects in conservation, including:

- A dramatic rise in bushmeat poaching as rural communities living close to the national parks and reserves are pushed further into poverty, through unemployment and food scarcity.
- Reduced vigilance in tourist hotspots with a high density of wildlife, has meant poachers can operate with impunity, knowing they won't be disturbed, as we have seen in some places.
- Many safari lodges that offer protection to wildlife have been forced to reduce operations or close their doors.

## **The Public Benefit Need**

We are focused on supporting the preservation of African elephants in the wild for the current and future generations to come. As a result of poaching (both bushmeat and ivory), and the destruction of their natural habitat, African elephants are at serious risk of becoming extinct in the next 10 years. This is not just an environmental issue, we depend on biodiversity. Education and awareness are key to changing attitudes and behaviour towards the ivory trade.

# LETTER FROM CHAIR

*Every day counts | Every life matters | Every little bit helps*

## **Trustees**

As ever, our trustees continue to work hard to steer How Many Elephants' strategic direction through uncertain times. I am very grateful for our trustees' wisdom and thoughtfulness, who help us look at the bigger picture and how we might respond. So, to all the trustees, thank you for your contribution to guiding the charity.

## **2021 & Beyond**

We will continue to work hard to raise awareness, provide education and support direct action initiatives in the fight to save the African elephants and support rangers on the front line. (See p.36 for more information).

To all our loyal supporters, a heartfelt thank you, we could not achieve what we do without you.

*Holly*

Holly Budge  
Founder / Chair



# PROJECTS



PROGRAMME: DIRECT ACTION

PROGRAMME: AWARENESS

FUNDS RAISED: £4000.00



## "Nelly The Elephant" takes on the 2.6 Challenge

We took part in the UK nationwide 2.6 Challenge in early April 2020, with a firm aim to raise emergency funds for conservation efforts in Africa due to the collapse of eco-tourism and funding loss. We raised a total of £4000, with further funding due to be allocated from the Charities Aid Foundation.

Our virtual matriarch, "Nelly The Elephant", took on the London Marathon, passing by iconic landmarks to reach the finish line five days later.

*"Here she comes with her trumpeting sounds. Can you help her round with your pounds?"*

Nelly completed the course in 5 days and kept the public updated on her progress with daily videos on social media.

# PROJECTS

*Every day counts | Every life matters | Every little bit helps*



PROGRAMME: DIRECT ACTION

PROGRAMME: AWARENESS

PROGRAMME: EDUCATION

FUNDS RAISED: ONGOING



## 'The Elephant in the Room' Talk Series

This talk series aimed to bring together prominent minds in conservation and travel to deliver hard facts and key takeaways from the front line of conservation and tourism in Africa.

The talks were well attended and received by the travel media, including the British Guild of Travel Writers, South Africa Tourism, International Travel Writers Alliance and WTM Africa. The front line has literally come to their living rooms. Going forwards, we believe the travel industry needs to work closely with conservation organisations and best practices in eco-tourism celebrated.

We opened these talks up to the travel industry at no cost to educate the travel industry further about conservation efforts.

# PROJECTS

*Every day counts | Every life matters | Every little bit helps*

**PROGRAMME: DIRECT ACTION**

**PROGRAMME: AWARENESS**

**PROGRAMME: EDUCATION**

**FUNDS RAISED: £1000.00**



## **EMERGENCY BOTSWANA FUND**

**DONATE TODAY**  
[www.howmanyelephants.org](http://www.howmanyelephants.org)

### **Emergency Botswana Fund**

In May 2020, elephants suffered a mystery die off. In mid-July, the cause remained unknown. In response to this crisis, we launched an Emergency Botswana Fund to assist our partner initiative, Victoria Falls Wildlife Trust, which have been working to identify the cause and supporting the conservation of this keystone species.

# PROJECTS

Every day counts | Every life matters | Every little bit helps



PROGRAMME: DIRECT ACTION

PROGRAMME: AWARENESS

PROGRAMME: EDUCATION

FUNDS RAISED: £4571.57

## GlobalGiving Campaign

With this campaign, our broader aim was to teach rural children in South Africa the importance of conserving wildlife. We are setting up solar internet in 3 rural schools in the Greater Kruger National Park.

Let me introduce you to Felicia - a young girl living in a remote rural community - Her current prospects to succeed and prosper are limited. Just imagine if access to the internet allowed her to develop skills needed for a better life. Imagine, with quality education, if she could inspire conservation efforts to protect the wildlife and her natural heritage.

We set up this campaign to raise funds for our partners, The Black Mambas; An all-female anti-poaching team in South Africa. We believe educating children about protecting wildlife is the most effective approach to stop poaching.

We raised £4571.57\* via 110 independent donors.

\*These funds were paid out in Jan 2021, so they will be reported in the next financial year.

# GRANTS AWARDED

Every day counts | Every life matters | Every little bit helps



PROGRAMME: DIRECT ACTION

## THE BLACK MAMBAS

SOUTH AFRICA



“

*COVID-19 has brought tourism revenue to a halt across Africa, threatening the important work and livelihoods of the rangers who protect iconic African wildlife such as elephants, pangolins, rhinos, lions, and more. Ranger teams are now uniting around the Wildlife Ranger Challenge, a running race with one goal: to raise money to support thousands of their fellow rangers. Now is the time to go the extra mile—it's time to race to support our rangers.*

*No one, nowhere, at no time, should go hungry. COVID-19, along with the Global Lockdown, has deprived so many local people of their minimum income, making them unable to provide for their families. Olifants West Nature Reserve, with the help of The Black Mamba, all-women, Anti-Poaching Unit, is starting an initiative to deliver food parcels to local families in our rural communities who are in desperate need! The Black Mambas come from within these communities and are uniquely positioned to ensure the food parcels are delivered directly to families in need.*

Craig Spencer  
Founder

# GRANTS AWARDED

Every day counts | Every life matters | Every little bit helps



PROGRAMME: DIRECT ACTION

## AKASHINGA

ZIMBABWE



*Akashinga is more than animal conservation and protection, life for many of the Akashinga women now means the ability to buy property, build a house, send their children to school, get a driver's licence, finish high school, enrol in college and thoroughly provide for their families. These women aren't called the 'Brave Ones' for no reason, they have already overcome abuse, marginalisation and trauma. Now they are empowered to protect themselves and the majestic African animals under constant threat. Our training is tough, we ensure our rangers are prepared for the task in front of them. We put them through the four pillars of misery - hunger, exhaustion, cold and wet modelled after special forces training, and they succeed. Our innovative approach to conservation calls for community buy-in rather than a full-on armed assault against poachers: If a community understands the economic benefits of preserving animals, then it will eliminate poaching without an armed struggle.*

Damien Mander  
Founder

Credits: (From left) Brent Stirton, Holly Budge

# GRANTS AWARDED

Every day counts | Every life matters | Every little bit helps



## VIC FALLS WILDLIFE TRUST

ZIMBABWE



“

*Since the COVID pandemic closed down borders around the world, our funds have largely been depleted. Poaching has steadily increased here in Zimbabwe as people are desperate for income. In recent weeks, it has reached epic levels and is, quite frankly, out of control. Every day we're being called out to release animals brutally caught in indiscriminately placed wire snares. We need another vehicle, immobilization drugs and rescue equipment to keep up with the rescue and rehabilitation demands.*

Roger Parry  
Wildlife Research Manager

# GRANTS AWARDED

Every day counts | Every life matters | Every little bit helps



## NATIONAL PARK RESCUE

ZIMBABWE



*As poaching rises around the world, the work of National Park Rescue, our friends and partners is more important than ever. We cannot forget that poaching robs countries of their natural heritage, hastens ecological collapse and reinforces local inequalities. The impact of COVID-19 on poaching and trafficking is complex, with a multitude of factors contributing to local increases in wildlife crime. All across Africa, with tourism having collapsed, poaching is on the rise due to increased poverty, increased opportunism, and decreased vigilance, but Chizarira is holding firm. It is times like this that National Park Rescue's strong focus on community engagement and integration becomes absolutely vital. For many of our local communities, their jobs and trade, let alone their clean water, clean air, flood mitigation and pollination services all come from the park, and the majority of local people know that to poach is to jeopardise their own futures. They are deterred by the fact that if they come into the park to poach, we will catch them. We have worked tirelessly with our ZimParks colleagues to make Chizarira a hard target, too risky for the majority of poachers to bother with, and the huge decline in poaching in Chizarira over the past 2 years demonstrates our success. Now, in the time of COVID-19, with poaching on the rise all over the world, we face our sternest test yet, and we will prevail.*

Niall McCann  
Conservation Director

# THE TEAM

*Every day counts | Every life matters | Every little bit helps*



## HOLLY BUDGE

*Founder/ Chair*

Be inspired to think big when you meet Holly Budge. Her passion, purpose and self-belief are contagious. She's a world-class adventurer with a couple of world records under her belt, including being the first woman to skydive Everest and race 1000km across Mongolia on semi-wild horses. She recently climbed to the summit of Everest and has raised over £400K for charities. She doesn't stop there. Her passion for elephants and educating a global audience about the ivory trade is evident through her multi-award-winning charity, How Many Elephants. Holly is gaining momentum quicker than a charging herd of elephants, both in the world of conservation and as a keynote speaker.



## MARGOT DEMPSEY

*Head of Communications*

Margot has been an integral part of the How Many Elephants team for the past 2.5 years, in her role as Head of Communications. Having worked in the travel industry for many years, Margot brings a wealth of experience with her. She also has a keen interest in wildlife conservation and the Illegal Wildlife Trade (IWT). Margot is a firm believer that the Partnerships for The Goals (SDG No. 17) are the most critical factor in creating the change that we need to see in this world.



## BARRY PAGE

*Treasurer*

Barry joined the Board of How Many Elephants in 2019 as Treasurer. His interest in wildlife conservation has evolved alongside his corporate professional career, during which he held a number of senior management positions for some of the leading Professional Consulting firms, including PwC and Ernst & Young (EY). Working and living across a number of continents over the last 30 years enabled him to explore the natural environment of many countries in his spare time, which cultivated a particular love of Africa and India. He was really excited when asked to join the Board having never forgotten the day he saw his first African Elephant in its natural environment in 2006.



## MARTIN DANCY

*Trustee*

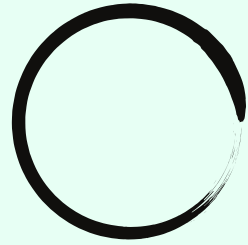
Martin had no hesitation in supporting How Many Elephants as a Trustee in 2019 as he shares Holly's passion for both wild and domestic animals. Martin has a wealth of experience as an entrepreneur and brings his wisdom and guidance to the charity. Martin semi-retired to New Zealand in 2002 operating National Saddle Centre NZ until recently and now enjoys his small beef, sheep and olive oil farm North of Auckland, with his horses and three Great Danes.



## PAULA ATHERILL

*Ambassador*

Paula has been an ambassador for How Many Elephants since 2019 and has supported many of the charity's events and campaigns during this time, as well as hosted colouring workshops at vegan festivals across Yorkshire. Paula is a Director at Creative Analysis, a software services company, who support the Charity's business systems such as CRM, surveys and email marketing. Paula has been vegan for 6 years and has always been a big nature lover. She has a keen interest in nature, conservation and animal protection.

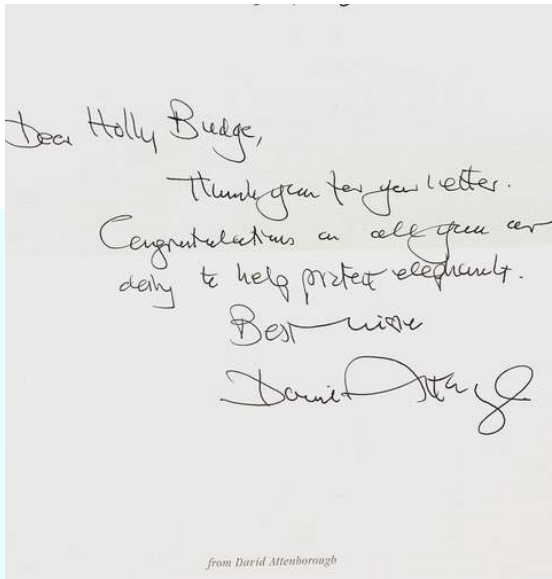


Empowered  
women are  
changing the  
world

*Holly Budge*

# 20 THINGS WE DID BETTER IN 2020

Every day counts | Every life matters | Every little bit helps



## #01 A LETTER FROM OUR HERO

"Congratulations for all you are doing to help protect elephants." **Sir David Attenborough.** We feel deeply honoured receiving this letter, with such encouraging words. What a legend!! ❤️



## #02 WE'RE IN THE LONDON MARATHON

We scored a place in the iconic London Marathon 2021 via the charity ballot. We are beyond excited to introduce Louise Lamb as our official How Many Elephants runner!



## #03 DID SOMEONE SAY 'FINALIST'?

We were delighted to be a finalist for the 'Most Compelling Sustainable Story' in the WTM Africa Awards 2020.

# 20 THINGS WE DID BETTER IN 2020

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## #04 £2000 RAISED FOR AKASHINGA

We awarded £2000 to Akashinga, an all-female ranger team in Zimbabwe, to buy equipment and uniforms to make sure they could continue with their vital anti-poaching work.



## #05 £4000 RAISED IN 2.6 CHALLENGE

Our virtual matriarch 'Nelly The Elephant' took on the London Marathon, passing by iconic landmarks to reach the finish line... five days later. We raised £4000 as emergency funds for conservation efforts in Africa due to the collapse of tourism and loss of funding.



Credit: Julia Gunther

## #06 £3600 RAISED FOR BLACK MAMBAS

Meet Felicia - a young girl living in a remote, rural community in South Africa - Her prospects to succeed and prosper are limited. Just imagine if access to the internet allowed her to develop skills needed for a better life. We did.

# 20 THINGS WE DID BETTER IN 2020

*Every day counts | Every life matters | Every little bit helps*



## #07 £2000 RAISED FOR VFWT

We are delighted to support the vital work of Victoria Falls Wildlife Trust; They rescue, rehabilitate and release wildlife harmed by people. Plus, study wildlife to find scientific solutions for long term conservation.

## 'THE ELEPHANT IN THE ROOM'



## #08 WE HELD A VIRTUAL TALK SERIES

Our first talk was a belter, discussing how the collapse of tourism in Africa has impacted the rural communities and wildlife. Our speakers were Holly Budge, Niall McCann, and Beks Ndlovu from African Bush Camps.



## #09 LAUNCHED 'HERD OF HOPE' ARTWORK

Our very special hand-printed, limited edition and signed artworks sold like hotcakes! The 'Herd of Hope' design depicts the daily poaching rate in Africa. Each sale supports direct-action anti-poaching projects in Africa.

# 20 THINGS WE DID BETTER IN 2020

*Every day counts | Every life matters | Every little bit helps*



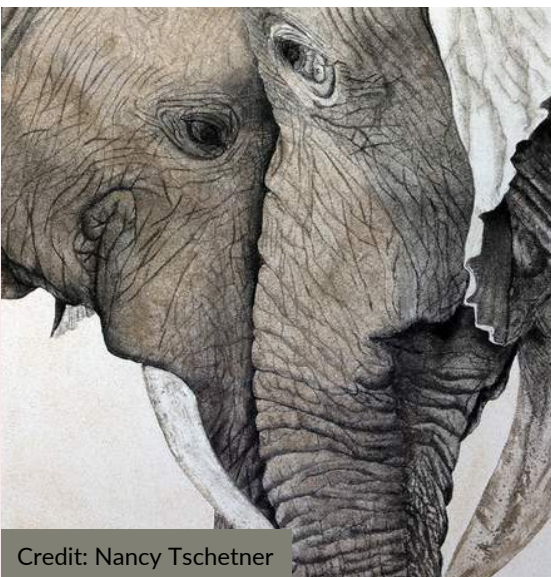
## #10 WE TIDIED THE STOCK ROOM!

One of the positives of being in lockdown was having more time to do jobs like tidying the How Many Elephants HQ and stationery stockroom!



## #11 WE'VE BEEN TALKING...ALOT!

We've been doing lots of virtual talks and podcasts, (well Holly has!), spreading the word about our campaign and the impact it is making through awareness, education and "on the ground" in Africa.



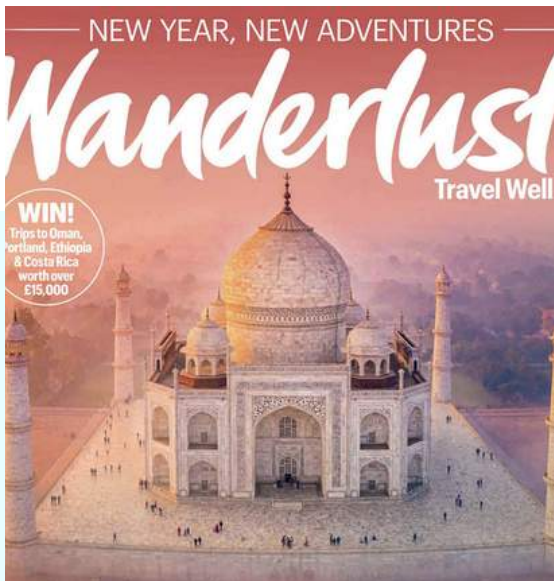
Credit: Nancy Tschetner

## #12 COLLABORATED WITH CREATIVES

We have loved working with a diverse group of creatives. One of our faves is Nancy Tschetner, a New Zealand based sand artist. Her wonderfully unique paintings have been exclusively created for How Many Elephants.

# 20 THINGS WE DID BETTER IN 2020

*Every day counts | Every life matters | Every little bit helps*



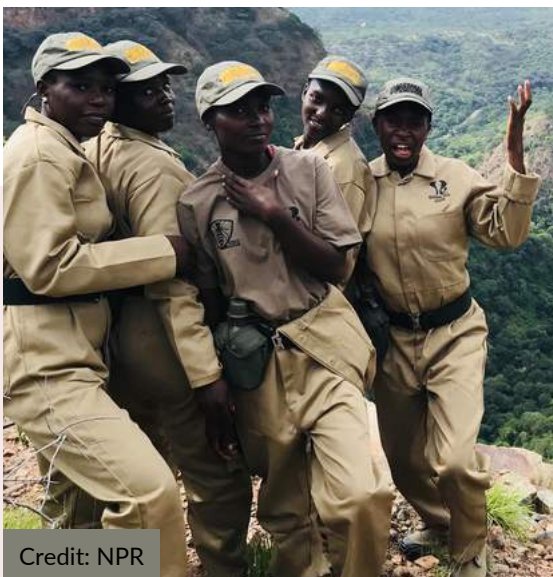
## #13 GOT PUBLISHED IN WANDERLUST

This is an article written by founder, Holly Budge, about her time spent with the fully armed, all-female Akashinga Rangers in Zimbabwe. An incredible experience on so many levels and a great read!



## #14 A GOOD OL' NATTER WITH COLIN BELL

This talk looked at why community-based tourism is vital for wildlife conservation in Africa, with renowned conservationist, Colin Bell. Plus, Shelley Cox from Africa Conservation Travel talking about tourism as a force for good.



Credit: NPR

## #15 £2000 TO NATIONAL PARK RESCUE

We donated £2000 to National Park Rescue thanks to our supporters who have helped keep their vital conservation work going. Their rangers work tirelessly on the ground to protect the wildlife, and we are proud to call them our partners.

# 20 THINGS WE DID BETTER IN 2020

*Every day counts | Every life matters | Every little bit helps*



## #16 DESIGNED A KICK ASS 2021 PLANNER

Our 'Who Cares Wins' 2021 Year Planner has lots of important global conservation days listed. Available as a free download on the How Many Elephants website.



## #17 LIVE ON AIR WITH THE BLACK MAMBAS

Holly Budge in conversation with The Black Mambas about why the female ranger movement in Africa is picking up such momentum and how the lack of tourism due to Covid-19 has impacted their work.



## #18 WE JOINED ATTA

We are proud to be members of ATTA, a trade association promoting tourism to Africa from all corners of the world. We are missing their wonderful live events!

# 20 THINGS WE DID BETTER IN 2020

*Every day counts | Every life matters | Every little bit helps*



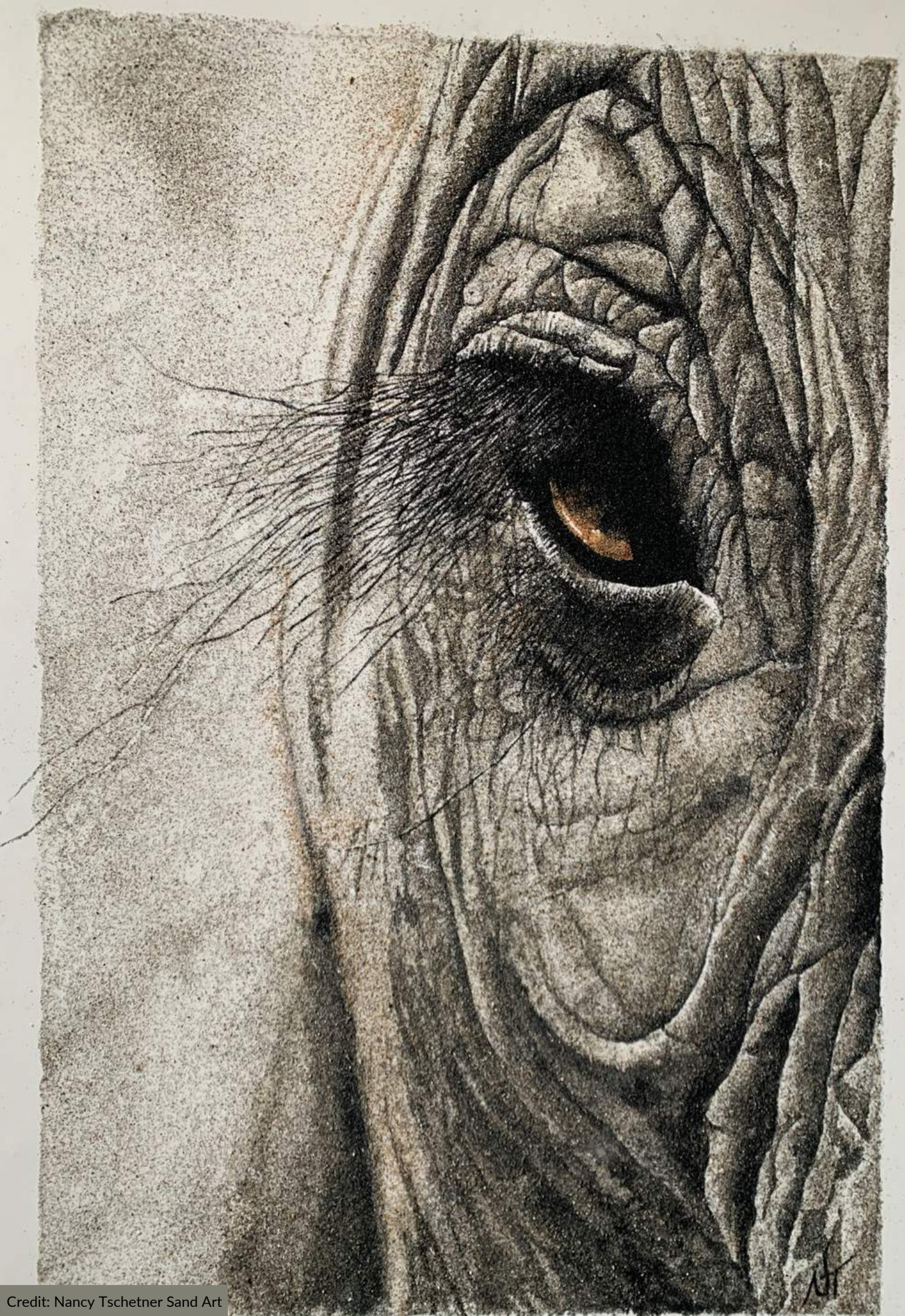
## **#19 WE SOLD LOTS OF STATIONERY**

Our vibrant handmade stationery collection has a purpose beyond looking fabulous! Each sale champions and supports female wildlife rangers working on the front line of wildlife conservation in Africa.



## **#20 WE STAYED POSITIVE**

Navigating the charity space has been a challenge. Covid-19 has demonstrated that nothing exists in isolation and everything is connected. Whether we are talking about climate change, biodiversity loss or Covid-19, it all relates to our fragile relationship with nature.



Credit: Nancy Tschetner Sand Art

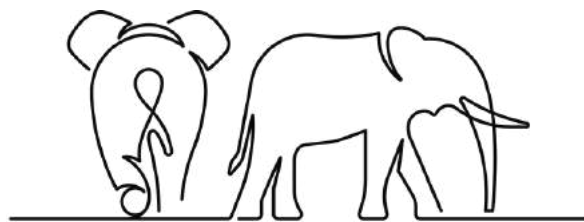


If you think  
you're too small  
to have an impact  
try going to bed  
with a mosquito

*Anita Roddick*

YOU  
US  
WE  
ALL

CAN MAKE A DIFFERENCE



HOW.MANY.ELEPHANTS

# HOW TO GET INVOLVED



*Every day counts | Every life matters | Every little bit helps*

- **Join our herd** on social media to help us spread awareness
- **Donate** online at [www.howmanyelephants.org](http://www.howmanyelephants.org). Every little bit helps make a difference.
- **Fundraise.** Have a birthday coming up? Fancy a challenge? Create your very own fundraising page on [www.worldfemalerangerday.org](http://www.worldfemalerangerday.org)
- **Partner with us** - We believe the most important of the UN SDG's is no. 17 - Partnerships for the goals. Contact us at [gulp@howmanyelephants.org](mailto:gulp@howmanyelephants.org) to find out more.
- **Collaborate with us** - Are you a designer, artist, photographer, writer, scientist, politician, teacher, student, a business owner? Contact us at [gulp@howmanyelephants.org](mailto:gulp@howmanyelephants.org).
- **Leave a legacy** - Your donation makes a huge difference to the future survival of African elephants and the rangers protecting them.
- **Become a volunteer** - We know from experience when passionate and like-minded people join together, the sparks start flying. If you have a burning desire to offer your time and skills, we have a number of exciting roles for you.
- **Sign up for our newsletter** online at [www.howmanyelephants.org](http://www.howmanyelephants.org)
- **Request a speaker for your next event.** Contact us at [gulp@howmanyelephants.org](mailto:gulp@howmanyelephants.org)
- **Buy our merchandise** - buy our beautiful handmade stationery and artworks. Each sale supports direct-action projects in Africa.



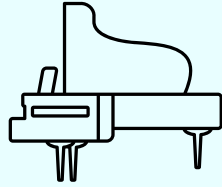
Join our herd!



@howmanyelephants



@howmanyellies



Only  
elephants  
should own  
ivory

*Yao Ming*

# FINANCES

Every day counts | Every life matters | Every little bit helps

## STATEMENT OF ACTIVITIES 2020

<b>INCOME &amp; SUPPORT</b>	
Donations	£19,560.30
Fundraising	£4,474.65
Merchandise Sales	£856.09
Interest	£0.19
<b>TOTAL DIRECT INCOME</b>	<b>£24,891.95</b>
In-Kind Donations	£34,945.00
<b>TOTAL INCOME &amp; IN-KIND</b>	<b>£59,836.95</b>
<b>EXPENSES</b>	
Programme: Direct Action Grants	£8,094.00
Programme: Awareness & Education	£8,905.35
Fundraising	£1,616.20
General Admin	£630.00
<b>TOTAL EXPENSES</b>	<b>£19,245.55</b>
In-Kind Work	£34,945.00
<b>TOTAL EXPENSES &amp; IN-KIND</b>	<b>£54,190.55</b>
Total Profit/ Loss	£5,646.40

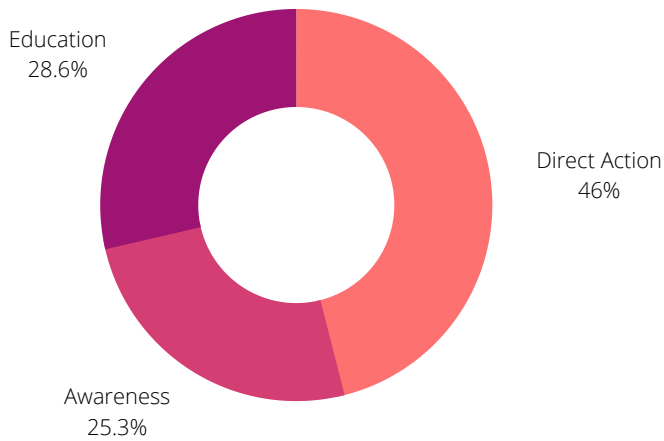
## STATEMENT OF FINANCIAL POSITION

<b>ASSETS</b>	
Cash	£10,646.40
<b>TOTAL ASSETS</b>	<b>£10,646.40</b>
<b>LIABILITIES</b>	
Accounts Payable	£7,100.00
<b>TOTAL LIABILITIES</b>	<b>£7,100.00</b>
<b>NET ASSETS</b>	
Restricted Funds	£0.00
Unrestricted Funds	£4,445.49
Reserves	£6,200.91
<b>TOTAL FUNDS</b>	<b>£10,646.40</b>

# FINANCES

Every day counts | Every life matters | Every little bit helps

## EXPENSES BY PROGRAMMES

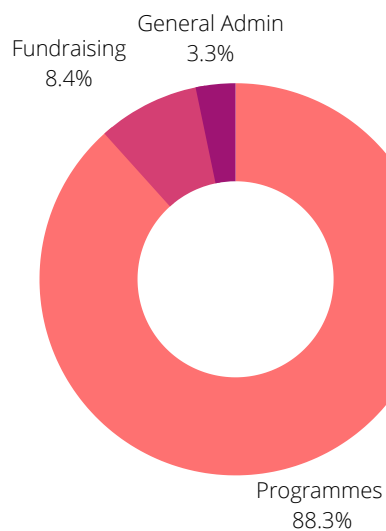


**PROGRAMME: DIRECT ACTION**



**PROGRAMME: AWARENESS**

## EXPENSES BY TYPE



**PROGRAMME: EDUCATION**

# TREASURER'S REPORT

*Every day counts | Every life matters | Every little bit helps*

How Many Elephants' first year as a Registered UK Charity coincided with the year which will always be associated with Covid-19 and the global pandemic. An extremely challenging year for charities to raise funds; particularly those focused on wildlife conservation.

Achievements - Despite the challenges in fundraising, the Charity managed to raise nearly £25,000 (£24,892) by the end of the year. There was a strong focus on minimising costs, resulting in just over 3% spent on admin, 8.4% incurred in costs associated with fundraising costs, enabling the majority of our expenditure to be spent on the programmes we support, in line with our Charity's Objects; 88%, with nearly half (£8,094) awarded in Grants to direct action organisations, or NGO's, working on the ground in Africa. These included Akashinga, The Black Mambas, National Park Rangers and Victoria Falls Wildlife Trust.

Funding sources - the majority of our income came from donations, primarily private donors. Four virtual events were possible and proved successful, plus funds raised from merchandise sales.

Governance - The Trustees continue to review the Charity's needs for unrestricted reserves in light of the financial risks to any charity, in line with the guidance issued by the Charity Commission. None of the Trustees received any form of remuneration or reimbursement of expenses during the year, and the Trustees also maintain a Risk Register which includes a number of financial-related points.

While it has been a challenging year, the first year ended with the Charity being in a positive financial position while having made important contributions to the conservation of African Elephants across its programmes of Education, Awareness and the support of Direct Action organisations working on the ground in Africa.

*Barry*

Barry Page  
Treasurer

# 2021 AND BEYOND

*Every day counts | Every life matters | Every little bit helps*

As we grapple with the impact of COVID-19 and the uncertainty of life as we knew it, we must act now to build a more sustainable future. Going forwards, we need to start working together, as a global species.

Let us learn from nature, where every single species – from the bee to the largest land mammal, such as the elephant – plays a unique part in the ecosystem. The extinction of a single species can spell havoc for the environment. At How Many Elephants, we will continue to work hard to raise awareness, provide education and support direct action initiatives in the fight to save the African elephants and support female rangers on the front line. Specific areas of interest for grantmaking going forwards include anti-poaching initiatives and activities, community outreach programmes, conservation-related activities and projects, research relating to conservation, training, education and public awareness initiatives.

We will continue to make complex data beautifully visual to educate and inspire a global audience about the devastating impacts of the African Elephant ivory trade. Our global exhibition visualises 35,000 elephants to reflect the annual poaching rate. Seeing and connecting with this data visually has proven to be highly effective in broadening people's understanding of the scale of the elephant poaching crisis. Part of our hard-hitting design-led campaign's originality is in our approach to avoid gruesome and shocking imagery to portray the facts. It's not about scaring people; it's about showing the facts. We will be showing the exhibition in public venues, so please stay tuned. Here is a small flavour of what's to come in 2021 -

- **World Female Ranger Day - June 23 2021**

We are launching World Female Ranger Day, a celebration of female wildlife rangers in Africa. This is the first time these women have been brought together to share their stories collectively. Many of these inspirational women have overcome abuse, extreme poverty and marginalisation. Becoming a ranger has empowered them; They are breadwinners who can own property, get an education and have access to healthcare. These women are protecting wildlife and changing attitudes toward the role of women in Africa and beyond. World Female Ranger Day will provide a platform to raise vital funds to support these rangers and amplify their voices. They are telling their own stories. More at [www.worldfemalerangerday.org](http://www.worldfemalerangerday.org)

- **Live Events**

We cannot wait to meet face-to-face again and host memorable events that make tangible impacts on African elephant conservation. Please sign up for our newsletter or follow us on social media to stay up-to-date with event news. You will not want to miss dusting your best clothes down and partying with a purpose!

Stay up to date with our campaign news at [www.howmanyelephants.org](http://www.howmanyelephants.org).



Credit: Ilan Godfrey - Getty Images for Lumix



How Many Elephants  
UK Registered Charity (1186238)  
gulp@howmanyelephants.org  
[www.howmanyelephants.org](http://www.howmanyelephants.org)

## How Many Elephants - Management Accounts Full Year Jan-Dec 2020

### Balance Sheet

<u>Balance Sheet</u>		<u>As at 31 Dec 2020</u>		<u>As at End of Prior Year End (31/12/19)</u>	
	-	£	£	£	£
<b><u>Current Assets</u></b>	-				
<b>Debtors</b>		0			
Cash at bank in current account		4,445.49			
Cash at bank in reserve account		6,200.91		N/A	
		<u>10,646.40</u>			
<b>Creditors</b>					
Loan		5,000.00			
Amounts falling due within one year		2,100.00		0	
<b><u>Net Current Assets</u></b>	-		<u><b>3,546.40</b></u>		<u><b>N/A</b></u>
Represented by:					
<b>Restricted funds</b>			0		
<b>Unrestricted funds</b>			4,445.49		
<b>Designated Funds</b>			0		
<b>Reserves</b>			6,200.91		
<b><u>Total Funds</u></b>	-		<u><b>10,646.40</b></u>		<u><b>N/A</b></u>

#### **NB:** Liabilities

- Loan from Holly Budge amounts to a total of £5,000 made on 23 April 2020.
- Amounts falling due relating to the period, but not paid by the end of the year, include approx. £1,100 (invoice for A\$2,000) relating to a payment for website optimisation work, which was paid but our payment was returned by the bank and as yet not recharged by the contractor, and the invoice from Margot Dempsey for December, which was received in January 2021. These payments are due to be paid, and therefore shown under Creditors and contribute to reducing our Net Current Assets for the Oct-Dec period.
- There are no funds remaining at the end of the year in either the Restricted or Designated categories.

## Income and Expenditure

<u>I &amp; E - Actuals v Budget</u>	<u>Actuals (Period Date)</u>	<u>Budget (Period Date)</u>	<u>Variance</u>
<b>Income</b>			
Donations	19,560.30	0	0
Fundraising Events – 2.6 Challenge	3,472.80		
Fundraising – Webinar	1001.85	0	0
Merchandise Sales	856.09		
Bank Interest	0.91	0	0
<b>Total Income</b>	<b>24,891.95</b>	<b>0</b>	<b>0</b>
<b>In-Kind Donations</b>			
Consulting Services	15,250.00		
Media Coverage	12,925.00		
Facilities	6,000.00		
Printing	500.00		
IT Related Services	270.00		
<b>Total In-Kind Donations</b>	<b>34,945.00</b>	<b>0</b>	<b>0</b>
<b>Income &amp; In-Kind Donations</b>			
Total Income	24,891.95		
Total In-Kind Donations	34,945.00		
<b>Total Income &amp; In-Kind Donations</b>	<b>59,836.95</b>		
<b>Expenditure</b>			
Programme Delivery Costs	10,113.44	0	0
Merchandise Related Costs	358.93	0	0
Donations Commission & Charges	445.63	0	0
IT Related Costs	233.55		
Grants Awarded	8,094.00	0	0
<b>Total Expenditure</b>	<b>(19,245.55)</b>	<b>0</b>	<b>0</b>
Total In-Kind Donations	(34,945.00)		
<b>Total Profit/Loss</b>	<b>5,646.40</b>	<b>0</b>	<b>0</b>

**Donations – Target = (Number £)**

<b>Donations –</b>	<b>Income (Date Period)</b>	<b>Expenditure (Date Period)</b>	<b>Net Income</b>
Significant Donations	19,000.00	0	0
Other (Various)	560.30	0	0
<b>Total</b>	<b>19,560.30</b>	<b>0</b>	<b>0</b>

**Events – Target = (Number £)**

<b>Event Title</b>	<b>Income (Date Period) £</b>	<b>Expenditure (Date Period) £</b>	<b>Net Income £</b>
2.6 Challenge	3,472.80	0	0
Webinars	1,001.85	0	0
<b>Total</b>	<b>4,474.65</b>	<b>0</b>	<b>0</b>

**Grants and Trusts (Amounts Received) – Target = (Number £)**

<b>Name of Foundation/Trust</b>	<b>Purpose</b>	<b>Restricted (Date Period) £</b>	<b>Unrestricted (Date Period) £</b>	<b>Total (Date Period) £</b>
None		0	0	0
		0	0	0
		0	0	0
<b>Totals</b>		<b>0</b>	<b>0</b>	<b>0</b>

**Grants Awarded – Target = (Number £)**

<b>Name of Foundation/Trust</b>	<b>Purpose</b>	<b>Amount Awarded in the Period £</b>
National Park Rescue		2,000.00
VFWT		2,000.00
IAPF		2,047.00
Black Mambas		2,047.00
<b>Totals</b>		<b>8,094.00</b>

## The Designated Fund

<u>Designated Funds – (Date Period)</u>	<u>(Date Period)</u>	<u>Date of Start of Financial Year</u>
<b>Revenue Unpredictability Provision for (Financial Year):</b>		
a. :	0	0
b. :	0	0
c. :	0	0
d. Other Charitable Trusts	0	0
e. Donations	0	0
f. Events	<u>0</u>	<u>0</u>
<b>Total of Revenue Unpredictability</b>	<b>0</b>	<b>0</b>
<b>Capital Equipment - Replacement Liability</b>	<b>0</b>	<b>0</b>
<b>Fund towards HME Expansion</b>	<b>0</b>	<b>0</b>
<b>Cost of Closing the Charity</b>	<b>0</b>	<b>0</b>
<b>Designated Fund Total</b>	<b>0</b>	<b>0</b>