



AFRICAN WILDLIFE FOUNDATION®

CORPORATE PARTNERSHIPS FOR CONSERVATION

The African Wildlife Foundation, together with the people of Africa, works to ensure the wildlife and wild lands of Africa will endure forever.

For more than 50 years the key to our conservation success has been creative partnerships.

On the following pages are examples of collaborations with respected companies and brands that have advanced the mission of the African Wildlife Foundation while engaging the support of consumers worldwide.



Photo courtesy of Billy Dodson

Starbucks Coffee Company

Some partnerships are forged over coffee... and some, for the sake of coffee. AWF's six-year partnership with Starbucks Coffee Co. and 5,000 Kenyan farmers under the Kenya Heartland Coffee Project typified the latter. Here was an example of smart collaboration between a for-profit and non-profit that cultivated a better bottom line, better benefits to farmers, and better environmental stewardship in a critical conservation landscape.



"With the local knowledge and expertise of the African Wildlife Foundation and Starbucks' expertise in coffee quality, agronomy and socially responsible purchasing practices, we hope to positively impact the quantity and quality of coffee produced by selected cooperatives," said Starbucks' senior vice president of Coffee and Global Procurement at the project launch. "We are pleased to have this opportunity to expand our efforts to enrich the livelihoods of coffee farmers in East Africa and throughout the world."



"This partnership will benefit both the people and the wildlife of Africa," said AWF's CEO Patrick Bergin. "It is only when we work to find solutions that benefit both that conservation can be successful."

Over a six-year period Starbucks contributed nearly \$2 million to improve livelihoods and advance conservation in rural Kenya.



The Walt Disney Company

In 2011 AWF teamed up with DisneyNature to highlight the plight of Africa's big cats, which has intensified in recent decades due to shrinking habitat and mounting conflict with humans. They generously agreed to donate a portion of opening week ticket sales from their film *African Cats* to support an AWF land lease conservation program that protects big cat habitat in Kenya.

The "See *African Cats*, Save the Savanna" initiative was a roaring success. The proceeds allowed AWF to ultimately preserve 65,000 acres of the savanna ecosystem for lions, cheetahs, and other wildlife.



Disney's senior vice president of corporate citizenship, environment and conservation had this to say about the collaboration:

"We have been so impressed with AWF's attention to the overall communications to your constituents around this project, as well as the incredible dedication and expertise of your staff in the field. In fact, we couldn't be happier to be working with a longtime partner like the African Wildlife Foundation to ensure the future of some of the continent's most important places and species."

Disney helped big cats in a big way by giving over \$500,000 to save Kenya's savanna lands.



Hublot

This Swiss manufacturer of high-end watches has created a limited-edition AWF branded “Big Bang Out of Africa” timepiece that is being promoted by both partners worldwide. Super model Veronica Varekova is both the face of Hublot and an AWF Goodwill Ambassador.

The Hublot partnership is the latest in Varekova’s efforts to promote AWF’s principles, values, and programs, and to aid AWF in its efforts to raise awareness of and funds to support conservation initiatives throughout the African Heartlands.



Jean-Claude Biver, CEO of Hublot, says, “I am greatly impressed by the African Wildlife Foundation’s 50 years of efforts throughout Africa, and I am happy to be able to support the Foundation through our partnership, and with Veronica. Each watch sold will bring a contribution to the preservation of Africa’s wildlife.”

Since this partnership began three years ago, Hublot has contributed \$300,000 to help AWF preserve Africa’s wildlife and wild lands.



Endangered Species Chocolate

The name of this company comes with a promise to consumers—that their product is helping to safeguard the iconic wildlife pictured on each chocolate bar. Through their partnership with AWF, Endangered Species Chocolate is helping to protect lions, elephants, and zebra through their 10% Give Back Promise, and a symbolic animal adoption package.

Endangered Species Chocolate is now supporting the launch of a new AWF initiative aimed at expanding our great ape conservation efforts to include new species in new parts of Africa.

“Partnerships are essential to AWF’s ability to carry out conservation actions in a timely and effective manner,” says AWF President Helen Gichohi. “The alliance with our friends and partners at ESC and the impact it will have for conserving Africa’s great apes is an outstanding case in point.”

endangered species Chocolate

OUR PARTNERS
THE RECIPIENTS OF OUR 10% GIVEBACK PROMISE

our mission

To have a positive impact on Earth's species, habitat and humanity by providing resources through the creation, manufacture and sale of delicious, premium, ethically traded, natural, gluten free, vegan and kosher certified chocolate products.

10% GIVEBACK

partners

AFRICAN WILDLIFE FOUNDATION®

The African Wildlife Foundation, together with the people of Africa, works to ensure the wildlife and wild lands of Africa will endure forever. AWF believes that protecting Africa's wildlife and wild landscapes is the key to prosperity of Africa and it's people. The Endangered Species Chocolate grant will be used to advance AWF's Species Science Team and their work to protect endangered wildlife such as lion, bonobo, Grevy's zebra and other magnificent species.

 

Learn more at awf.org

endangered species Chocolate
CONSERVED CHOCOLATE COLLECTION

Thank You

ALL-NATURAL
48%
DARK CHOCOLATE

Through its 10% Giveback program, Endangered Species Chocolate has donated more than \$100,000 in support of AWF's work to save some of Africa's most iconic and imperiled wildlife.



AFRICAN WILDLIFE FOUNDATION®

Corporate Partnership Opportunities



Photo courtesy of Billy Dodson

PROTECT AFRICA'S WILD LANDS

Africa's wildlife needs room to roam. AWF is working to protect land and habitat in a way that allows wildlife and people to coexist.

- 🇰🇪 *Help AWF and local partners plant trees to restore critical forest habitat in Kenya for the benefit of people and wildlife.*

CONSERVE AFRICA'S WILDLIFE

Much of Africa's wildlife is endangered, and without targeted action species like rhinos, elephants, and lions could disappear from the wild.

- 🇰🇪 *Join with AWF to support the brave rangers and scouts that are the last defense against organized poachers.*

CREATE CONSERVATION ENTERPRISES

AWF and partners are developing sustainable business enterprises that improve the livelihoods of local people who share their lands with wildlife.

- 🇰🇪 *Partner with AWF to develop ecotourism and agriculture enterprise projects that improve livelihoods in African communities.*

BUILD CONSERVATION CAPACITY

AWF invests in education and training and partners with governments so that Africa's people can take the lead in protecting their natural resources.

- 🇰🇪 *Support AWF's scholarship program that is training the next generation of African conservation leaders.*

Contact

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