DAVID SHEPHERD
WILDLIFE
FOUNDATION

IMPACT REPORT:

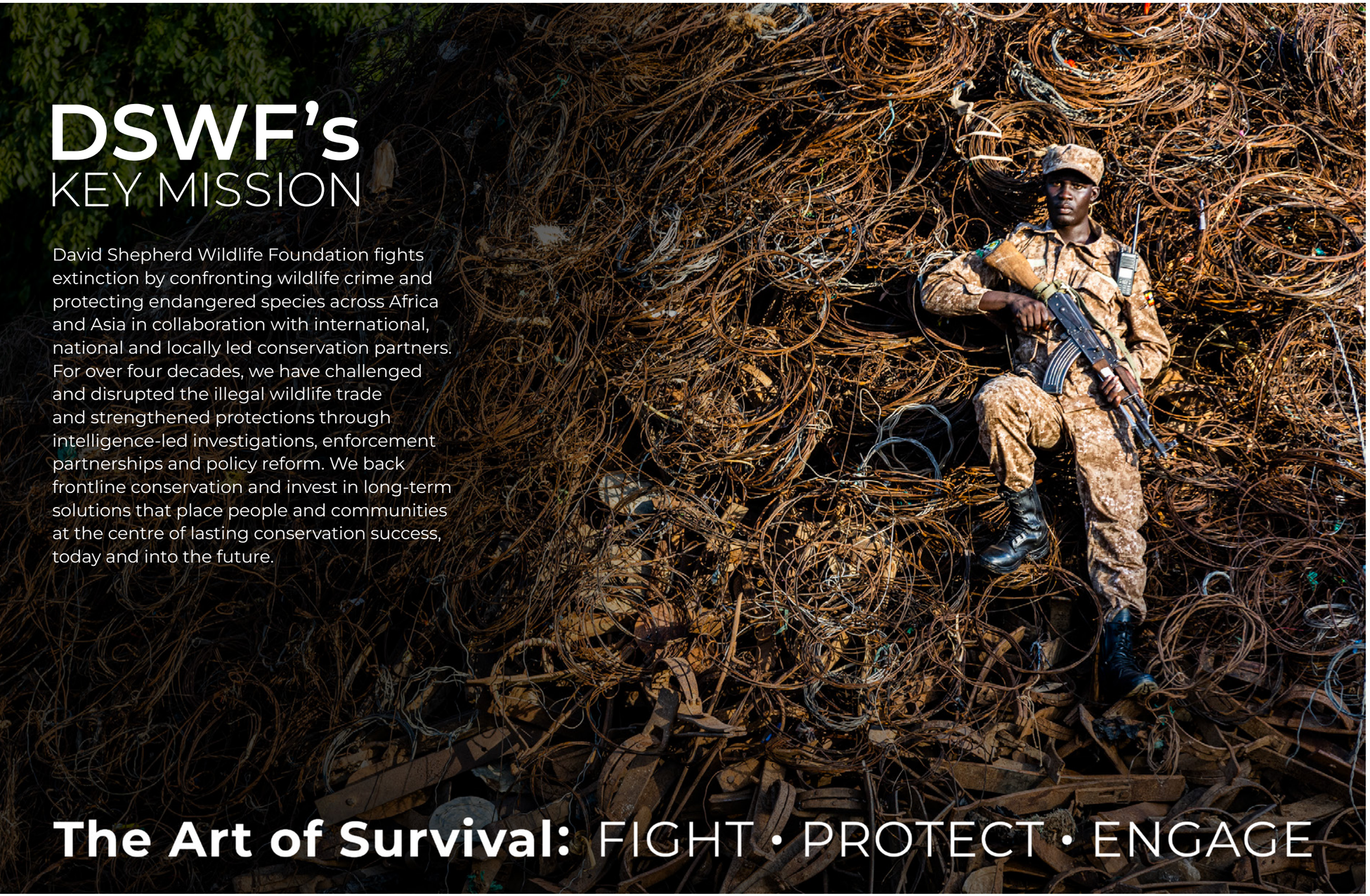
April 2025 – March 2026



The Art of Survival: FIGHT • PROTECT • ENGAGE

DSWF's KEY MISSION

David Shepherd Wildlife Foundation fights extinction by confronting wildlife crime and protecting endangered species across Africa and Asia in collaboration with international, national and locally led conservation partners. For over four decades, we have challenged and disrupted the illegal wildlife trade and strengthened protections through intelligence-led investigations, enforcement partnerships and policy reform. We back frontline conservation and invest in long-term solutions that place people and communities at the centre of lasting conservation success, today and into the future.



The Art of Survival: FIGHT • PROTECT • ENGAGE

DAVID SHEPHERD WILDLIFE FOUNDATION

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Image Credit: Paul Hilton

WHAT IT TAKES

A MESSAGE FROM OUR CEO

When I think about this past year, I keep coming back to a single word: persistence.

Persistence is what it takes to protect the last remaining, truly wild, desert adapted black rhinos in the Namibian desert. It is what it takes to repeatedly hold the line on ivory trade bans at international conferences when political winds are blowing in the wrong direction. It is what it takes to persuade a restaurant owner in Cameroon to remove pangolin from his menu, or to help a new mother in Vietnam choose a safer remedy than an endangered animal's scales.

It is, I think, the defining quality of conservation work, and the defining quality of the people who do it. Whilst this report is a single year's snapshot of work, DSWF have persisted for over four decades to support the work of our local partners on the ground and deliver world class policy, education and art campaigns, all without ever missing a single year, a single beat. In the face of adversity, be it economic, political or social, that is the definition of persistence.

This year, DSWF and our incredible network of conservation partners have demonstrated persistence at every level. We were in Samarkand, Uzbekistan, at CITES CoP20 in November 2025; a challenging meeting in a challenging geopolitical moment, where protecting wildlife competed for attention against a hundred other crises. We worked hard, alongside partners across the African Elephant Coalition and beyond, to defeat proposals that would have reopened trade in ivory and rhino horn. The threats were real. So was our response.

On the ground, our field-based partners did what they always do: they showed up. Rangers in Thailand patrolled through forest fires and life-threatening border conflicts. Lion guardians in Tanzania monitored corridors of coexistence in the Ngorongoro despite growing socio-political tensions. Field teams in Zambia found a lion in a snare and within 90 minutes had mobilised a helicopter and vet to save its life. In Zimbabwe, 70 scouts were deployed to protect a denning wild dog pack for three months straight, removing 3,200 snares- the pack survived.

'Persistence is what it takes to hold the line between existence and extinction.'

None of this makes headlines. Most of it happens in landscapes where there are no cameras, no crowds, and no guarantees. It happens because our partners are committed, skilled and supported and because you make it possible.

I am proud of every number in this report. But I am most proud of the stories and people behind them. The ranger who completed training at the Southern African Wildlife College and was highlighted for exceptional leadership. The 15-year-old girl in Lusaka who left a conservation visit saying it was "life-changing." The seventh-grade student in Kyrgyzstan who stood breathless on a mountain and watched a snow leopard disappear into the rocks.

These moments matter. They are the long game. They are what sustains this work across generations.

We are living through a period of accelerating biodiversity loss. The scale of the challenge is vast, and I won't pretend otherwise. But so is the scale of what dedicated, funded, coordinated conservation can achieve. This report is the evidence.

Thank you for making this action and impact possible.

Georgina Lamb, Chief Executive,
David Shepherd Wildlife Foundation



19
Countries

15
Conservation Partners

8
Endangered Species Directly Protected, Thousands More Benefit

Image Credit: Marcus Westberg

A YEAR OF **IMPACT**

BEHIND EVERY NUMBER IS A PERSON, A DECISION, A RISK TAKEN, A MOMENT OF COORDINATION. **THIS IS WHAT IT TAKES.**



PERSISTENCE **IN ACTION**

2025-26 Highlights



7

Rapid Action Wildlife emergency responses implemented across 5 states in India



6,880

Children took part in the conservation camps in Assam



7,000+

Community members benefitted through coexistence initiatives



4,333

Verified desert-adapted Black Rhino sightings in Namibia



26,000+

Children engaged through education programmes



340,286 km

Patrolled by ranger teams



200

Camera traps deployed across a single landscape in Zambia



191

Wildlife crime arrests and convictions supported



502

Restaurants pledged to remove pangolin from their menus



8.2 million

People reached through demand reduction campaigns



206

Landowners protecting Giant Ground pangolin habitat

DSWF supported programmes delivered measurable conservation impact for wildlife, people and communities.

Image Credit: Andrew Macdonald

A YEAR OF IMPACT: **CONSERVATION**



Image Credit: Alice Peretie

WHERE WE **WORK**

LOCAL EXPERTISE. **LASTING IMPACT.**

In 2025–26, DSWF-supported conservation programmes operated across Africa and Asia, tackling wildlife crime, protecting endangered species, reducing human-wildlife conflict and addressing demand for wildlife products.

From removing snares in Zimbabwe and monitoring rhinos in Namibia to protecting Giant Ground pangolins in Kenya, strengthening tiger conservation in Thailand and supporting snow leopard monitoring in Mongolia and Kyrgyzstan, our partners delivered locally led conservation action across some of the world's most important wildlife landscapes.

While every landscape faced different challenges, our approach remained the same: investing in local expertise, long-term partnerships and practical conservation solutions that help people and wildlife thrive together.

Alongside field-based conservation programmes, DSWF also supports international collaboration, policy engagement and demand-reduction initiatives that address the wider drivers of wildlife decline.

The map provides a snapshot of conservation activity delivered across our partner network during the year.







UNITED KINGDOM
We reached 10,500 children & young people, including in areas of significant disadvantage, inspiring lifelong advocates for conservation.

KYRGYZSTAN
Education programmes reach more than 750 children. Snow leopard ecology is now part of the national curriculum

MONGOLIA
Long term monitoring to protect and assess national snow leopard populations estimated at 879 individuals

CHINA
Expanded the Coalition for Wildlife Protection in Traditional Chinese Medicine (TCM) to 400+ individual & 60 organisational members

MYANAMAR & NEPAL
Analysis & investigations into Trans Himalayan trafficking routes for Asian big cats & pangolins

LAOS
Advocacy at CITES over ongoing concerns of illegal wildlife trade & captive tiger facilities

SENEGAL & IVORY COAST
Funding of undercover investigations resulted in significant arrests of wildlife traffickers & disruption of criminal networks

INDIA
6,300 community members reached through conservation awareness programmes

VIETNAM
Launched the Pangolin Milk Bottle campaign. Public Service Announcements received 8.2m views

THAILAND
42,025 km patrolled, 52 poachers apprehended & 36 convictions secured

GUINEA
837 children completed a two year conservation & environmental education programme

CAMEROON
502 restaurants pledged to remove pangolin from menus across five cities

KENYA
206 landowners protecting Giant Ground pangolins through conservation agreements & long-term habitat leases

ZAMBIA
131 frontline personnel trained & 150 human-wildlife conflict incidents & 150 human wildlife conflict incidents mitigated

TANZANIA
8 lions collared for monitoring, with 975 household visits supporting human-lion coexistence

NAMIBIA
105,105 km covered by field teams supporting rhino protection & monitoring

ZIMBABWE
39,226 km patrolled, 4,700 snares removed & 15 arrests made

ACROSS AFRICA & ASIA, DSWF SUPPORTS LOCALLY LED CONSERVATION PROGRAMMES THAT TACKLE WILDLIFE CRIME, PROTECT HABITATS, REDUCE CONFLICT & STRENGTHEN THE LONG-TERM SURVIVAL OF ENDANGERED SPECIES.

Areas of operation: Cameroon, China, Guinea, India, Ivory Coast, Kenya, Kyrgyzstan, Laos, Mongolia, Myanmar, Namibia, Nepal, Senegal, Tanzania, Thailand, United Kingdom, Vietnam, Zambia, and Zimbabwe.

Image Credit: (left to right) Sim Davis, Gareth Thomas, Marcus Westberg

PROTECTING TIGERS IN EASTERN THAILAND

Freeland | Thailand, Dong Phayayen–Khao Yai Forest Complex

Supported by DSWF since 2010



PROTECTING WILDLIFE REQUIRES COORDINATED ACTION

The Dong Phayayen–Khao Yai Forest Complex is one of Southeast Asia's most important tiger landscapes. Protecting it requires skilled ranger teams capable of operating across remote terrain while responding to evolving threats.

In 2025–26, the operating environment became increasingly complex. Escalating security concerns associated with the Thai–Cambodia border conflict affected ranger deployment priorities, cross-border coordination and access to some areas. At the same time, ongoing snaring and seasonal forest fires continued to threaten wildlife, including the Indochinese tiger, one of the world's most endangered big cats.

BUILDING FRONTLINE CAPACITY

With support from DSWF, Freeland Thailand trained more than 200 rangers across three protected areas in wildlife survey techniques, camera trap deployment, GPS navigation and evidence recording.

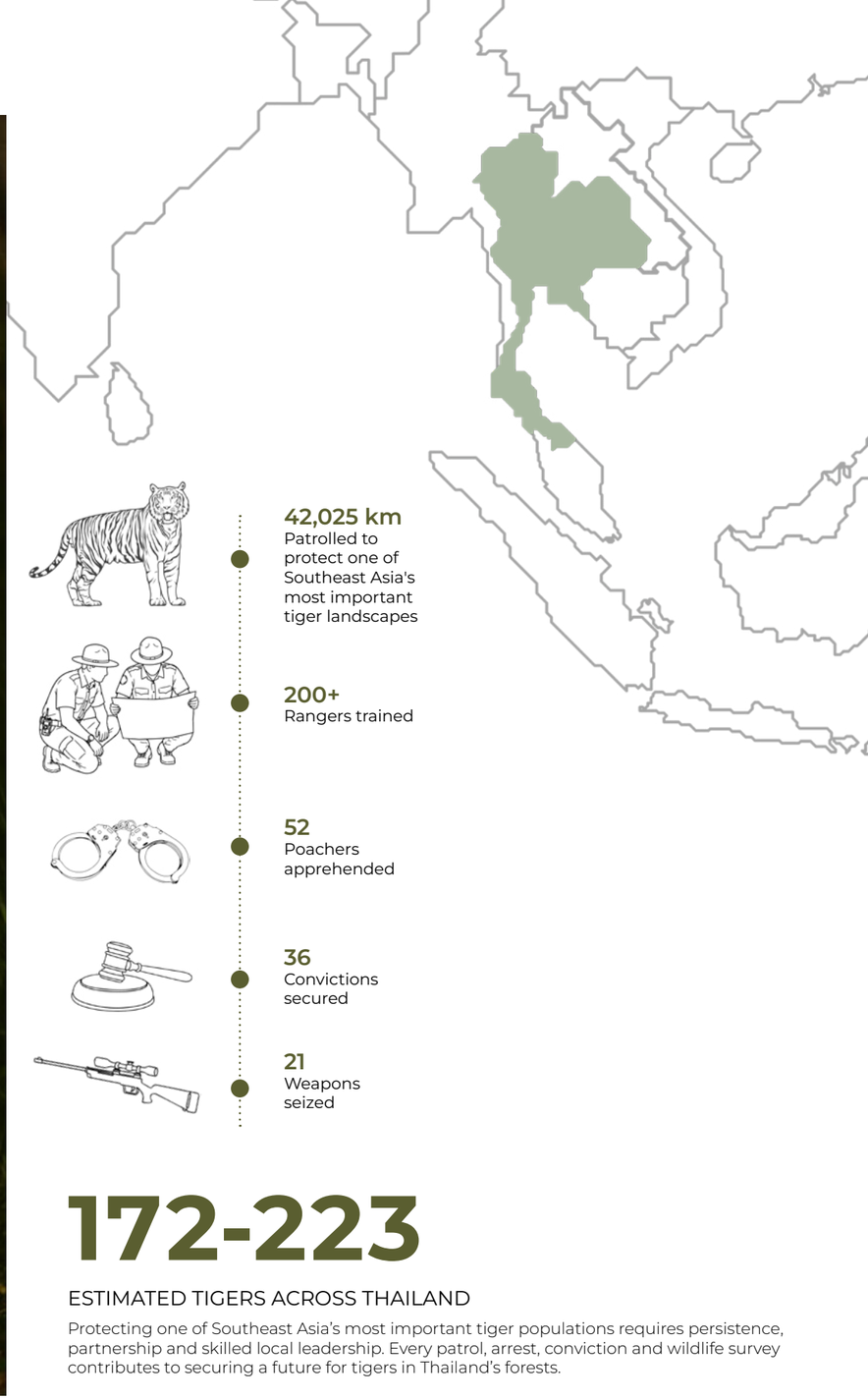
For many participants, this was the first time they had combined frontline enforcement with scientific wildlife monitoring, strengthening both protection and understanding of the landscape.

PROTECTION UNDER PRESSURE

Despite increasingly challenging operating conditions, protection efforts continued to strengthen across the wider landscape.

Improved collaboration between protected areas enhanced coordination, while stronger wildlife monitoring helped identify individual tigers and track prey recovery. Rangers who had previously focused primarily on enforcement became active contributors to conservation science, generating valuable data to support long-term management of this vital tiger stronghold.

Stronger forest protection also delivered wider benefits, helping safeguard watersheds, reduce illegal activity and support the resilience of surrounding communities.



42,025 km
Patrolled to protect one of Southeast Asia's most important tiger landscapes

200+
Rangers trained

52
Poachers apprehended

36
Convictions secured

21
Weapons seized

172-223

ESTIMATED TIGERS ACROSS THAILAND

Protecting one of Southeast Asia's most important tiger populations requires persistence, partnership and skilled local leadership. Every patrol, arrest, conviction and wildlife survey contributes to securing a future for tigers in Thailand's forests.

Image Credit: Surya Ramachandran

PROTECTING THOSE WHO PROTECT WILDLIFE

Save the Rhino Trust | Namibia
Supported by DSWF since 1994

PROTECTING WILDLIFE REQUIRES SUSTAINED INVESTMENT IN PEOPLE

In the remote deserts of northern Namibia, DSWF supports Save the Rhino Trust's work to protect the world's only remaining truly wild population of desert-adapted black rhino. Safeguarding these animals requires ranger teams capable of operating across vast, unforgiving landscapes, often for weeks at a time, far from their families and support networks.
Patrolling one of Africa's most challenging conservation landscapes takes a profound physical and emotional toll. Rangers work in extreme temperatures, cover huge distances on foot and by mule, facing the constant risk of encountering poachers.

Protecting rhinos in this environment depends not only on field skills and determination, but on the long-term wellbeing, resilience and professional development of the people doing the work.
With support from DSWF, Save the Rhino Trust expanded its focus on ranger welfare and professional development throughout the year.

All rangers received first aid training and access to regular medical check-ups. Specialist training was also delivered to 52 rangers covering mental health, resilience, peer support and gender-based violence awareness in field conditions.

Four high-performing team members completed the prestigious ten-week Field Ranger Training Course at the Southern African Wildlife College, where they were recognised for exceptional performance, teamwork and leadership.

STRENGTHENING PROTECTION FOR RHINOS

Investment in ranger welfare and professional development translated directly into stronger protection across Namibia's desert rhino landscape.

With improved support, training and wellbeing provision, ranger teams were better equipped to maintain a sustained presence across vast and remote landscapes, supporting continuous rhino monitoring, stronger protection efforts and the collection of vital conservation data.

Despite persistent poaching threats, only two rhinos were lost across the landscape supported by DSWF during the reporting period, an 80% reduction on the previous five years, while poaching remains alarmingly high across South Africa and Namibia.

Protecting the world's last truly wild population of desert-adapted black rhino starts with protecting the people working tirelessly to safeguard them every day.





105,105 km
Covered by field teams across the rhino range

30
Staff members received first aid training

52
Field rangers attended awareness sessions on wellbeing, gender-based violence and mental health

4,334
Verfified rhino sightings. A powerful indicator of sustained monitoring and protection across Namibia's desert rhino landscape.

Image Credit: Marcus Westberg

HOLDING THE LINE **AT CITES COP20**

CITES | African Elephant Coalition

Influencing International Policy since 1995

PROTECTING WILDLIFE REQUIRES ACTION FAR BEYOND THE FIELD

In November 2025, governments, conservation organisations and wildlife experts gathered in Samarkand, Uzbekistan, for the 20th Conference of the Parties (CoP20) to the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES).

Decisions taken at CITES shape the future of some of the world's most threatened species. For elephants, rhinos and countless others, international agreements can determine whether decades of conservation progress are maintained or placed at risk.

CoP20 took place during a challenging geopolitical period, with global attention focused elsewhere. Against this backdrop, proposals to weaken safeguards for endangered species risked passing with limited scrutiny.

Among the most concerning were attempts to reopen international trade in ivory and rhino horn, threatening decades of progress in reducing demand and protecting vulnerable wildlife populations.

DSWF played an integral role throughout the conference as part of a six-person delegation, providing technical expertise and strategic support to the African Elephant Coalition (AEC).

Working alongside coalition partners, DSWF helped oppose proposals that would have reopened international trade in ivory and rhino horn, while supporting efforts to strengthen protections for threatened species. Through technical advice, coalition-building and sustained advocacy, DSWF contributed to defending hard-won conservation gains at a critical moment for global wildlife protection.

A UNITED VOICE FOR WILDLIFE

Building on its engagement at CoP20, DSWF continued to support the African Elephant Coalition at its high-level meeting in Amboseli National Park, Kenya, in February 2026.

The resulting Amboseli Declaration was signed by representatives of 25 African elephant range states, reaffirming their collective commitment to uphold the international ivory trade ban and close domestic ivory markets. At a time when conservation gains face increasing pressure, it demonstrated continued unity among elephant range states and a shared determination to defend long-standing protections.

Conservation does not happen only in forests, deserts and protected areas. It also happens in negotiating rooms, where decisions can influence the future of species across entire continents.

POLICY IN ACTION

6

DSWF delegates negotiating, lobbying & defending hard won conservation gains at CoP20

32

African elephant range states represented by the AEC

25

African elephant range states united behind the Amboseli Declaration

Image Credit: Russ MacLaughlin

A YEAR OF IMPACT: **COMMUNITY COEXISTENCE**

Image Credit: Jamal Fadhili

COMMUNITIES AT THE HEART OF CONSERVATION

Building coexistence. Strengthening livelihoods. Supporting local leadership.

In 2025–26, DSWF-funded programmes engaged more than 7,344 community members through awareness-raising, coexistence and livelihood initiatives. From human-elephant conflict mitigation in India to women's enterprise groups in Zambia, from community workshops in Thailand to sustainable livelihood programmes in Mongolia, our partners worked alongside communities across Africa and Asia to support locally relevant solutions.

The common thread running throughout is building the knowledge, opportunities and economic security that enable people and wildlife to share landscapes successfully.

The future of wildlife depends on the people who share its landscapes.

This work is never simple. It requires trust, long-term commitment and a deep understanding of local realities.



216

Women participated in conservation & livelihood programmes in Zambia & Guinea alone



7,344

Community members engaged in DSWF-funded programmes



COMMUNITY COEXISTENCE



GUINEA

580

Community members attended conservation workshops



ZAMBIA

220,000+

Listeners reached through conservation radio broadcasts



INDIA

6,300

Community members reached through awareness campaigns in Assam



THAILAND

58

Women participated in conservation dialogue & community workshops



MONGOLIA

117

Participants generated household income through Snow Leopard Enterprises



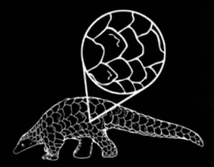
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Snow leopards or wild prey reported killed in the Community Responsible Area

Image Credit: Bobby Jo

PROTECTING WILDLIFE MEANS **CHANGING HABITS** AS WELL AS PROTECTING HABITATS

Demand Reducation, WildAid | Vietnam
Supported by DSWF for over two decades



All eight species of pangolins are threatened with extinction. In Vietnam, demand for pangolin scales in traditional medicine remains one of the most persistent threats.

Research found that 53% of Traditional Chinese Medicine practitioners believed pangolin scales could treat blocked milk ducts in new and expecting mothers. Challenging this belief required more than information alone. It required a campaign that connected emotionally and offered credible alternatives.

Expanded the Coalition for Wildlife Protection in Traditional Chinese Medicine to more than 400 individual & 60 organisational members

A DIFFERENT APPROACH TO DEMAND REDUCTION

With support from DSWF, WildAid launched the Pangolin Milk Bottle campaign in October 2025.

Combining powerful visual storytelling with evidence-based information, the campaign encouraged mothers and practitioners to consider alternatives to pangolin scales. Rather than relying on blame or confrontation, it focused on compassion, science and informed choice.

1.08 Billion Impressions

8.2 Million Video Views

65,000 engagements across media platforms

POST CAMPAIGN ANALYSIS SHOWED A VERY STRONG POSITIVE REACTION FROM PRESCRIBING DOCTORS

SHIFTING ATTITUDES, REDUCING DEMAND

The campaign reached millions of people across Vietnam, helping challenge long-held assumptions about the use of pangolin scales.

By meeting mothers and practitioners with empathy, evidence and practical alternatives, the campaign demonstrated how demand reduction can address the beliefs that drive wildlife consumption.

Reducing demand is one of the most effective ways to protect pangolins. When fewer people believe they need wildlife products, fewer animals are lost to the trade.

8.2 M
People viewed the public Pangolin Milk Bottle campaign

Image Credit: Scott Ramsay

LARMASI: CORRIDORS OF TOLERANCE IN NGORONGORO

Community Coexistence, Kope Lion | Tanzania

Supported by DSWF since 2024

Keeping lion populations connected requires coexistence beyond the boundaries of protected areas.

The lions of Tanzania's Ngorongoro Crater are among the most photographed and iconic on earth. Yet the crater's 600-metre-deep volcanic walls also contribute to ecological isolation, increasing the risk of reduced genetic diversity over time.

For long-term population health, greater gene flow with the wider Serengeti ecosystem is essential. Achieving this in a human-dominated landscape requires day-to-day coexistence work that reduces conflict and enables lions to move safely across community areas.

KEEPING CORRIDORS OPEN

Through Kope Lion, DSWF supports a network of more than 30 Ilchokuti; lion guardians drawn from local communities across the Ngorongoro Conservation Area.

These trusted community members monitor lion movements, alert herders when lions approach livestock, help locate missing animals, treat livestock injured by predators and build or repair predator-proof enclosures.

By reducing livestock losses and retaliatory killing, they help maintain tolerance for lions and keep critical movement corridors open across community lands.

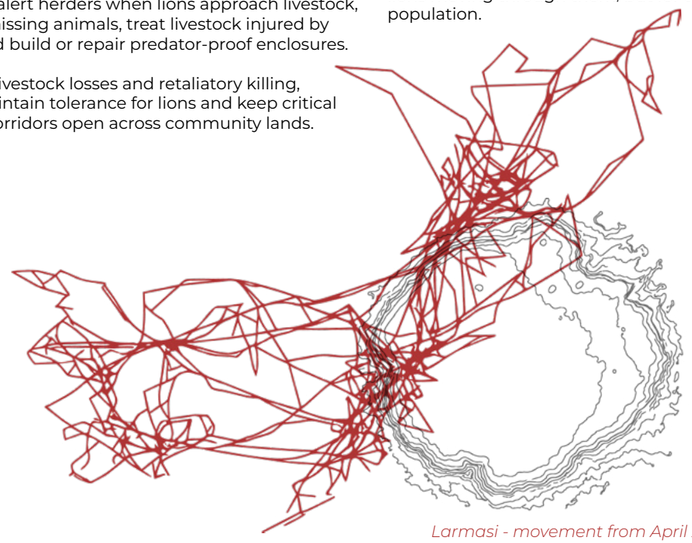
WHY IT MATTERS

Larmasi, a nomadic male lion and one of the project's collared lions, provides a powerful example of why this work matters.

Tracking data has revealed repeated long-range movements across the landscape and, on two occasions, brief visits into the Ngorongoro Crater where he mated with resident females.

While these visits may have lasted only a short time, their significance could be far greater. Even occasional movement by outside males can introduce new genes into an otherwise isolated population, helping reduce the risk of genetic bottlenecks and supporting long-term population health.

Larmasi's movements highlight the value of long-term monitoring, rapid community communication and the trust built between people and wildlife. They show why keeping corridors open matters, not only for the lions moving through them, but for the future of the population.



Larmasi - movement from April 2025 to January 2026



COEXISTENCE IN ACTION

32 Ilchokuti (community lion guardians) received training to improve skills in wound treatment & livestock health

8 Project-collared lions monitored

782 Livestock animals treated after being injured by predators, reducing retaliatory attacks & increasing tolerance for wildlife

87% Of lost livestock found & returned to communities (4,243 animals)

This is coexistence in action: protecting livelihoods today while safeguarding the genetic future of Ngorongoro's lions.

Image Credit: Kope Lion

A YEAR OF IMPACT: **EDUCATION**

Image Credit: Kope Lion

LEARNING THAT LASTS

**Inspiring curiosity. Building knowledge.
Shaping future conservationists.**

Conservation does not end with the work we do today. Its future depends on the people who will protect wildlife tomorrow.

Across Africa and Asia, DSWF supported education programmes are helping young people build a lifelong connection with nature. Whether encountering wildlife for the first time, exploring conservation challenges in the classroom or developing practical skills for future careers, these experiences are inspiring the next generation of conservation advocates, researchers and leaders.

AFRICA & ASIA

In 2025–26, DSWF-funded education programmes engaged more than 12,838 children across Africa and Asia. From wildlife discovery days in Zambia to eco-camps in Kyrgyzstan, from conservation clubs in Zimbabwe to snow leopard education in Mongolia, young people are gaining first-hand experiences that help turn curiosity into understanding and understanding into action.

12,838 +

Children engaged through DSWF supported conservation education programmes across Africa & Asia.

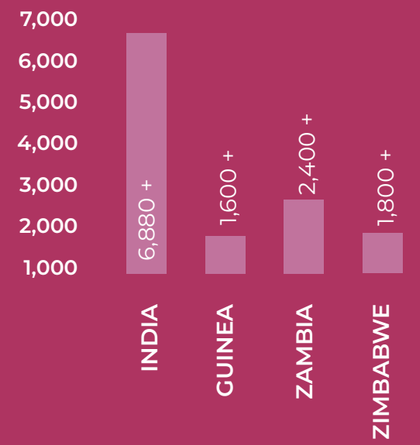
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Countries across Africa & Asia benefitting from DSWF educational support



Image Credit: Matt Armstrong-Ford

CHILDREN ENGAGED BY COUNTRY:





MONGOLIA

280 +
Children engaged through conservation education programmes and eco-camps



KYRGYZSTAN

120
Students participated in eco-camps and nature excursions



MONGOLIA & KYRGYZSTAN

1,000 +
Teachers received curriculum materials to support conservation learning



THAILAND

1,036
Students across 15 schools reached through education outreach activities

EDUCATION
IN ACTION

The true impact of conservation education is not measured solely by the number of children reached, but by the moments that inspire lasting change. From first encounters with wildlife to first steps towards a conservation career, these stories show how education can shape attitudes, aspirations and futures.

FROM VISITOR TO CONSERVATION AMBASSADOR
Game Rangers International | Zambia

DSWF have been supporting conservation work in Zambia since 1991

For many young Zambians, wildlife conservation can feel remote, something that happens in national parks they have never visited and to species they rarely encounter.

DSWF helped build and continues to support Game Rangers International's Wildlife Discovery Centre in Lusaka, which welcomes more than 1,400 students each year. This year, 25 students and two teachers from the Chawama Conservation Club attended a fully sponsored Discovery Day. For many, it was their first visit to a conservation facility.

Among them was 15-year-old Blessing Sakala.

Blessing was particularly moved by the elephants in the nursery, rescued following human-wildlife conflict and now being rehabilitated for release back into the wild. She described the experience as "life-changing and mind-transforming" and left determined to share what she had learned with her family, friends and community.

Her story is not an exception. It is what happens when young people are given access, are welcomed and provided with the opportunity to connect with wildlife. Today's students become tomorrow's advocates.



THE DAY WE SAW A SNOW LEOPARD
Snow Leopard Trust | Kyrgyzstan

DSWF have been supporting snow leopard conservation since 1997

Snow leopards live in some of the most remote mountain landscapes on earth. Building the next generation of conservation advocates requires programmes that go to where young people are and, sometimes, take them somewhere they have never been.

With support from DSWF, 120 students from rural schools participated in eco-camps and nature excursions across Kyrgyzstan during the year. Beyond these experiences, snow leopard ecology is now included in national curriculum materials distributed to more than 1,000 teachers across the country. During one eco-camp this summer, students encountered a snow leopard resting on a high rock. Seventh-grade student Iskenalieva described the moment the animal looked calmly towards the group before slowly disappearing into the mountains.

"After that day, we deeply understood that we must always remember the snow leopard, protect it, & preserve nature."

She later wrote:
"After that day, we deeply understood that we must always remember the snow leopard, protect it, and preserve nature."

That connection, a child and a wild animal, face to face in the mountains, is what long-term conservation is built on. You cannot protect what you have never seen or felt.

"We will remember this day for our entire lives."
Iskenalieva, 7th Grade Student, Kyrgyzstan Eco-Camp, Summer 2025

Image Credit: (Left to Right) Jamal Fadhili, Prasenjeet Yadav

DSWF'S UK **EDUCATION PROGRAMME**

BUILDING THE NEXT GENERATION OF **CONSERVATION LEADERS**

The impact of conservation education extends far beyond a single lesson, workshop or field trip.

Across Africa and Asia, young people are developing a deeper connection with the wildlife and landscapes around them. In the UK, students are exploring conservation through research, digital learning and direct engagement with conservation professionals.

Together, these programmes are helping young people understand that conservation is not something done by others. It is something they can be part of.

UK EDUCATIONAL IMPACT

In 2025–26, DSWF connected more than 10,500 children and young people with wildlife conservation through workshops, school sessions, research projects and digital learning opportunities.

More than 80% of our school engagement is targeted to areas of higher deprivation, helping ensure that opportunities to learn about conservation, develop new skills and explore future careers are available to those who may benefit most.

From primary age workshops using art and innovative teaching techniques to embed environmental messages, to analysing elephant movement data collected in Zambia, to meeting conservation professionals and joining live virtual safaris from the field, young people are gaining practical experience, developing critical thinking skills and building a deeper understanding of the role they can play in protecting wildlife.



UK EDUCATION AT A GLANCE

10,500
Children and young people reached

4,500 +
Children joined a live online safari

28
Schools participating in the first national rollout of research project 'Elephants on the Move'

80% +
School engagement targeted to areas of higher deprivation

200 +
Schools engaging in DSWF conservation programmes

Image Credit: Jo Mieszkowsi

FROM CLASSROOM TO CONSERVATION

INSTITUTE FOR RESEARCH IN SCHOOLS

For many young people, conservation can feel like a career that is out of reach. Through Elephants on the Move, developed in partnership with the Institute for Research in Schools (IRIS) and DSWF conservation partner Game Rangers International, students became conservation researchers themselves.

Using real elephant collaring data collected in Zambia, students developed their own research questions, analysed movement patterns and investigated real conservation challenges. By working with genuine conservation data, they gained practical experience of scientific research while developing a clearer understanding of the skills and careers involved in protecting wildlife.

Students spent up to 40 hours working on their projects before presenting their findings at regional celebration events, building confidence, research skills and a greater awareness of conservation as a potential career pathway.

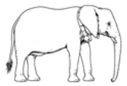
PROGRAMME HIGHLIGHTS



300 +
Students from **28** schools, sixth forms and colleges took part across the UK



30-40 hrs
Of independent scientific research completed by each participant



Real elephant GPS collar
Data from Zambia analysed in UK classrooms

Student research showcased at regional celebration events across the UK







Image Credit: Game Rangers International

EXPANDING ACCESS THROUGH DIGITAL LEARNING

Digital learning enabled DSWF to connect thousands of young people directly with conservation practitioners and wildlife stories, regardless of where they were based.

In partnership with Painted Dog Conservation, more than 4,500 children joined a live online safari, hearing first-hand from experts working on the frontline of conservation. DSWF also took part in the National Biodiversity Teach-In, a global event connecting students across 41 countries. Through a session focused on human-elephant coexistence, around 500 students from across the USA engaged with real conservation challenges and learned about the importance of protecting wildlife alongside local communities.

Alongside these live experiences, DSWF supported the development of curriculum-linked resources through the Eastbourne Biodiversity Network. Created by teachers and informed by conservation practitioners, these materials help bring real conservation stories into classrooms across a range of subjects.

PROGRAMME HIGHLIGHTS



4,500 +
Children joined a live online safari from Zimbabwe



90
Schools took part across the UK



41
Countries participated in the National Biodiversity Teach-In



300,000
GCSE science students could benefit from new curriculum resources



Image Credit: Jo Mieszkowsi

OPENING DOORS TO CONSERVATION CAREERS

Through the DSWF Ambassador Programme, students met conservation professionals, developed practical skills and gained insight into the many roles that contribute to successful conservation.

Over eight weeks, participants explored topics including communication, project management and conservation leadership before creating their own conservation-focused content. The programme helped bridge the gap between education and employment, providing a clearer understanding of conservation careers and the skills needed to pursue them.

PROGRAMME HIGHLIGHTS



19
Sixth-form students completed the Ambassador Programme pilot

2
Further Ambassador Programme cohorts already planned

Direct mentoring from conservation professionals and DSWF field partners

Original films, educational resources and conservation campaigns created by participants

A YEAR OF IMPACT: **ART**



Artwork by Emily Lamb

THE ART OF **SURVIVAL**

ART IS PART OF DSWF'S DNA

Founded in 1984 by wildlife artist and conservationist David Shepherd CBE, DSWF was built on a simple belief: that creativity can inspire people to care about wildlife and take action to protect it.

For David, art was never simply about capturing the beauty of the natural world. It was a powerful tool for raising awareness, changing perceptions and generating support for conservation. Four decades later, that belief continues to shape our work.

Today, art remains one of DSWF's most distinctive and effective conservation tools. Through exhibitions, competitions, artist partnerships and education programmes, creativity helps us reach new audiences, inspire future conservationists and generate vital support for wildlife protection.
At a time when conservation faces increasing competition for attention, art continues to provide a powerful way to connect people with nature, creating emotional connections that inspire lasting action.

ART IMPACT AT A GLANCE

780,722
People reached through art activity and campaigns

1,347
Artists entered Wildlife Artist of the Year

£2m +
Raised by Wildlife Artist of the Year since 2008

2,522
Young people participated in Global Canvas

Artwork by Stefano Zagaglia

INSPIRING **ACTION**

BUILDING A GLOBAL COMMUNITY FOR WILDLIFE

Conservation depends on people. People who care about wildlife. People who understand the challenges it faces. People who choose to act.

Through Wildlife Artist of the Year and Global Canvas, DSWF is building a global community connected by creativity and united by a shared commitment to protecting the natural world.

WILDLIFE ARTIST OF THE YEAR

Wildlife Artist of the Year continues to bring together artists from around the world, using creativity to engage audiences with wildlife and conservation.

In 2025, the competition attracted 1,347 entries from 62 countries, with 165 artworks selected for exhibition at London's Mall Galleries.

The competition not only provides a platform for artistic excellence but also creates opportunities to start conversations about conservation, reaching audiences who may not otherwise engage with environmental issues.

This year also saw the introduction of eight Wildlife Artist of the Year Luminaries – artists, activists, designers and storytellers who used their platforms to amplify conservation messages and inspire new audiences.

Together, exhibition activity, artist advocacy and digital campaigns generated a record social media reach of 780,722 and more than 15,000 visits to the DSWF website.

"Art remains one of DSWF's most enduring contributions to wildlife conservation."

ART THAT **PROTECTS**

TURNING CREATIVITY INTO CONSERVATION IMPACT

Inspiration is important. But conservation also requires resources.

Since its launch in 2008, Wildlife Artist of the Year has raised more than £2 million to support conservation projects across Africa and Asia. In 2025 alone, the exhibition generated a record-breaking £186,989 for wildlife conservation.

Art also played a significant role in fundraising throughout the year. At the Wildlife Ball, artworks donated and created by leading wildlife artists generated more than £43,000 through auctions and exhibition sales.

Artist partnerships continued to demonstrate the unique value of creativity as a force for conservation. One of the year's most successful collaborations involved Wildlife Artist of the Year finalist Tanya Russell. A commission for ten bronze sculptures generated a £38,000 donation, directly supporting frontline conservation work.

Every artwork sold, every commission completed and every exhibition staged contributes to a larger purpose: helping fund the protection of endangered species and supporting the people working to secure their future.

From exhibitions and artist partnerships to auctions and commissions, creativity continues to generate vital unrestricted income that enables DSWF to respond to emerging conservation challenges and invest in long-term conservation solutions.

The result is simple: Art does more than inspire people to care about wildlife. It helps protect it.



Artwork by Emily Lamb







GLOBAL CANVAS

Global Canvas helps young people explore conservation through creativity.

In 2025, children and young people from more than 95 countries responded to the theme of the Book of Life, using art to explore how every species forms part of nature's story and why we must prevent its pages from disappearing.

The competition encourages participants to think critically about conservation challenges while developing a deeper appreciation of the natural world and their role within it.

Creativity continues to inspire new audiences to care about wildlife and its future.

95+

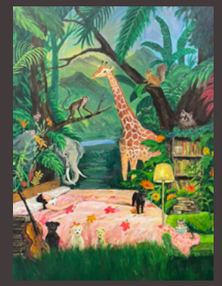
Countries engaged through Global Canvas













Artwork by: (From left to right, top to bottom) Dylan, Yunshu, Al Jazi Al, Mantra, Mia Julie, Ava, Harper, Caroline, Sein

EVERY POUND **COUNTS**

INVESTING IN WILDLIFE CONSERVATION

Behind every protected habitat, every ranger patrol, every classroom session and every conservation success are the supporters who make that work possible.

We recognise that every donation represents a decision to place trust in DSWF. In a challenging economic climate, that trust matters more than ever.

Throughout 2025–26, we remained focused on ensuring that funds were managed responsibly, invested carefully and directed where they could deliver the greatest conservation impact. At the same time, we continued to strengthen the systems, governance and infrastructure needed to protect the charity, support our people and safeguard the long-term sustainability of our work.

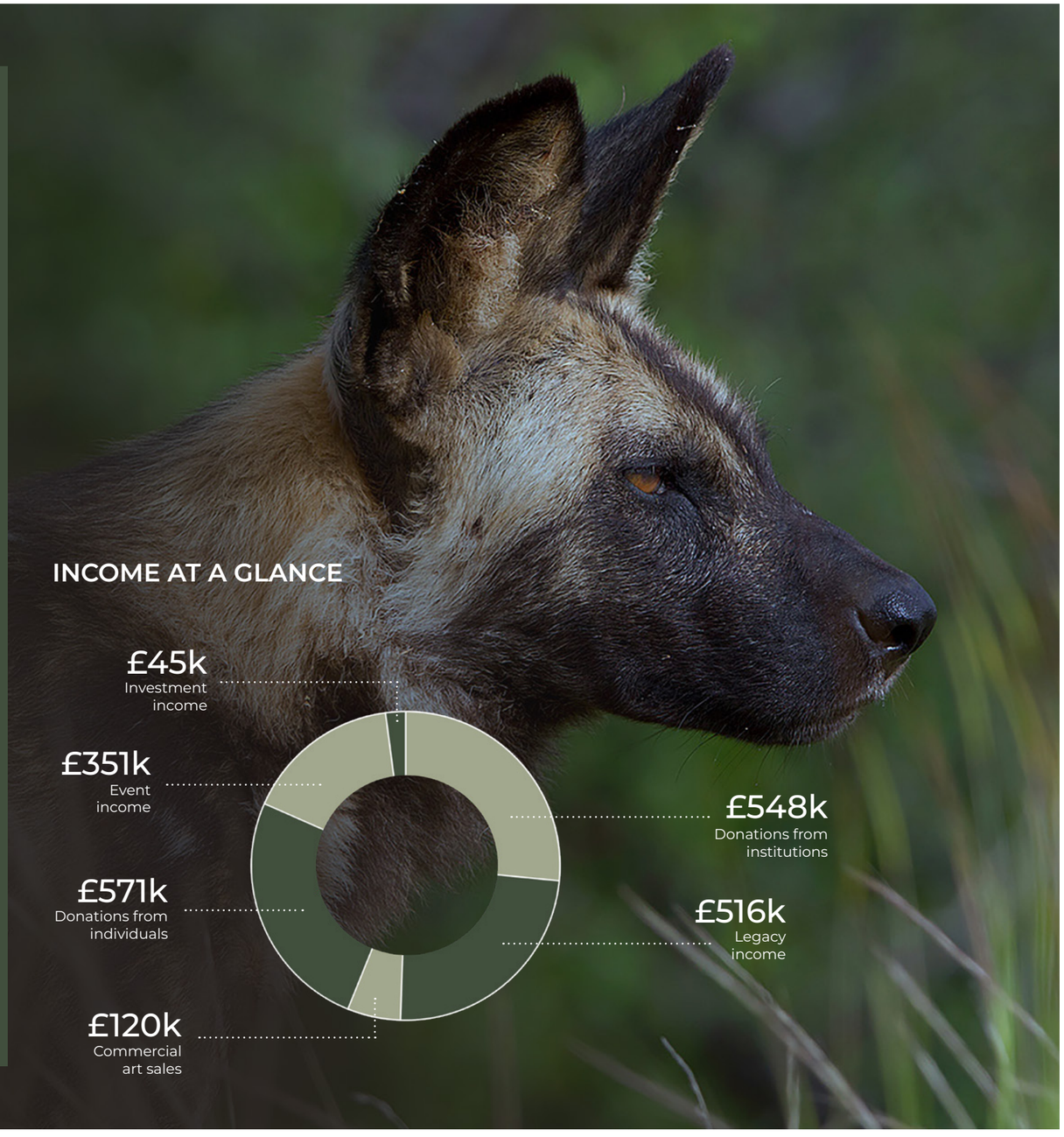
From cyber security and data protection to safeguarding, risk management and financial oversight, these investments help ensure that DSWF remains a trusted and effective conservation organisation for the future.

WHERE OUR FUNDS COME FROM

For more than 40 years, DSWF has built a diverse and resilient income portfolio, supported by a community of committed donors, partners, artists, schools, trusts & foundations, companies and legacy supporters.

We have never sought volume over value. Instead, we focus on building long-term relationships with people who share our commitment to protecting wildlife and supporting effective conservation.

Every contribution plays a role in delivering our mission. From regular donations and animal adoptions to event participation, artwork purchases, trust grants, corporate partnerships and gifts in Wills, each source of income helps fund conservation action across Africa and Asia while supporting education and engagement programmes in the UK.



HOW WE USE OUR FUNDS

Every spending decision is guided by a simple principle: achieving the greatest possible impact for wildlife.

Our approach prioritises long-term partnerships and sustainable conservation outcomes. We provide flexible support to trusted conservation partners, including funding for essential but often overlooked costs such as ranger salaries, equipment, vehicle maintenance and operational infrastructure.
We also support specialist activities, including intelligence gathering, investigations and policy work, helping address the complex drivers of wildlife decline.

Alongside our conservation investment, we continue to deliver education programmes that connect thousands of young people with wildlife and conservation each year.

Like all charities, we incur costs in raising funds and running the organisation. We work hard to keep these costs proportionate and efficient, using careful budgeting, in-house expertise and donated support wherever possible. These investments enable us to raise future income, maintain strong governance and provide supporters with the transparency and accountability they rightly expect.

A full breakdown of income and expenditure for the year is available in our published financial statements on our website and filed at the Charity Commission (charity number 1106893)

EXPENDITURE AT A GLANCE

£1,199K
CONSERVATION
Direct grants to partners £818k, Policy work £126k, Conservation & policy planning, governance & support £255k

£353K
EDUCATION
Direct Education delivery £275k, Education planning, governance and support £78k

£441K
RAISING FUNDS
Direct event costs £135k, Donor communication, support and acquisition £252k, Valuation of gifts in kind £39k, Art sales direct costs £15k

Image Credit: Leon Molenaar

THANK YOU

A COLLECTIVE EFFORT

The conservation challenges facing wildlife today are complex, interconnected and rarely solved through a single action. They require long-term commitment, trusted partnerships and a belief that lasting change is possible.

Throughout this report, we have seen what that looks like in practice: rangers protecting endangered species, communities developing local solutions, educators inspiring future conservationists, artists engaging new audiences and supporters providing the foundation that makes it all possible.

Together, these efforts contribute to something far greater than any individual project or organisation could achieve alone. They contribute to a future in which wildlife has a greater chance of survival.

For that, and for the support that continues to make this work possible, we remain profoundly grateful.

To every supporter, donor, adopter, art buyer and event attendee, thank you. Whether you joined us this year or have stood alongside us for decades, your belief in our mission is what makes our work possible. Every species protected, every habitat safeguarded and every community supported is a direct result of your generosity, trust and commitment.

We are equally grateful to our corporate partners, charitable trusts and institutional donors whose support enables us to invest in long-term conservation solutions where they are needed most. We extend our sincere thanks especially to The Alborada Trust, The Roger Raymond Charitable Trust, Ernest Kleinwort Charitable Trust, The Hosking Charitable Trust, Fonthill Foundation, The Dorchester Collection, BSW Renewable Energy, Derwent, Meaco, Christopher Ward, Dots.eco and the many other organisations that share our vision for a world where wildlife can thrive.

Our annual Wildlife Artist of the Year exhibition continues to go from strength to strength, bringing together extraordinary talent from around the world in support of conservation. We are deeply grateful to every artist, judge, sponsor and art buyer who has helped the competition grow its reach and impact over the past two decades. As we enter the twentieth year of Wildlife Artist of the Year, we offer special thanks to Neil and June Covey, whose friendship, generosity and unwavering support have been part of its story from the very beginning.

Thank you for making lasting conservation impact possible

Beyond the exhibition, the support of the wider artistic community continues to inspire us. From our Shepherd family artists, Emily Lamb and Mandy Shepherd, to the many guest artists, partners and creative supporters who champion wildlife throughout the year, thank you. You add vibrancy and colour to our work in a way few others can.

Finally, we pay tribute to those who have chosen to leave a gift to DSWF in their Will. This is a deeply personal act of generosity and trust. While many are no longer here for us to thank in person, their belief in our work continues to shape the future of wildlife conservation. Their kindness lives on through the projects they support, the species they help protect and the hope they provide for generations to come. These gifts give us and our partners the confidence to plan ahead, respond to emerging challenges and continue building lasting conservation impact where it is needed most.

To every individual, family, foundation, company, artist and partner who has supported us, thank you for being part of this journey. This impact belongs to all of us, and together we are helping to create a lasting future for wildlife and the people who share its world.

THANKS TO CONSERVATION PARTNERS

Aaranyak, India
Chimpanzee Conservation Center, Guinea
EAGLE Network, Africa
Environmental Investigation Agency, Asia
Freeland, Thailand and Global
Game Rangers International, Zambia
International Snow Leopard Trust, Kyrgyzstan and Mongolia
Kope Lion, Tanzania
Musekese Conservation, Zambia
Painted Dog Conservation, Zimbabwe
Save the Rhino Trust, Namibia
The Pangolin Project, Kenya
Wild Africa, Kenya
WildAid, China, Vietnam and Cameroon
Wildlife Trust of India, India

Image Credit: Alice Peretie


DAVID SHEPHERD
WILDLIFE
FOUNDATION
The Art of Survival: FIGHT • PROTECT • ENGAGE
HOLDING THE LINE BETWEEN
EXISTENCE AND EXTINCTION
Protecting wildlife. Supporting communities.
Securing a future for nature.
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