



1995-2005

10<sup>th</sup>

ANNIVERSARY

## *Saving Wild Tigers*

Save The Tiger Fund's

Conservation Strategy

2005 - 2010

*“Tigers . . . are predestined by their perch at the top of the food web to be big in size and sparse in numbers. They live on such a small portion of life’s available energy as always to skirt the edge of extinction, and they are the first to suffer when the ecosystem around them starts to erode.”*

*- E. O. Wilson*

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# Executive Summary

Save The Tiger Fund has invested resources into revitalizing tiger conservation for a decade. Our trans-boundary approach focuses on strategic solutions with an emphasis on engaging local people as partners in this conservation effort. In such landscapes, where humans dominate, the quality of life depends on people's capacity to respect and manage their environment. Tigers are at the top of these intricate ecosystems, and securing their survival is a significant step to ensure the ecological integrity and survival of all living things, including humans.

Sustained conservation for this magnificent species in ever-changing environments requires strategic and flexible allocation of resources to key tiger landscapes, anchored by leadership capacity, sound science, best business practices and public education. Working from a core commitment to human values and welfare, with a global commitment from leaders of governments, nongovernmental organizations, businesses and local communities, we can stabilize wild tiger populations and benefit from the world's biodiversity.

In the past ten years, Save The Tiger Fund's vision has realized remarkable, though hard-earned successes. Yet the possibility for harmony between humans and tigers is under critical strain as priorities shift and violent threats continue to drive tiger populations towards a crisis point in many areas.

Due to the demand for wildlife parts, organized poaching is obliterating once promising tiger populations. Save The Tiger Fund has prioritized rigorous anti-poaching efforts to intervene along the entire chain of illegal wildlife trade - from the source to the consumer. This marks a significant shift in strategy and resources as part of an integrated five-year strategy aimed at combating principal threats and identifying appropriate responses in order to secure a future for wild tigers. Our program focuses on eliminating the consumption of tigers; creating harmonious tiger-human landscapes; increasing knowledge, skills and cooperation to support wild tiger conservation; and building recognition and support to make wild tigers valuable to humans.

To underpin this effort, conservation issues must be positioned high on national agendas. Stepping up communication networks will be essential to expand tiger conservation capacity, in terms of both financial and human capital.

# Strategy Summary

*Threat:* People continue to kill tigers

*Response:* Eliminate the consumption of tigers

**Strategy:** Catalyze a process to eliminate tiger consumption

**Step 1** Place the issue of continued tiger consumption high on the agendas of policymakers in Asia

**Step 2** Eliminate tiger farms and surplus tiger breeding in zoos

**Step 3** Create and provide tools for enforcers

*Threat:* People continue to destroy, fragment and degrade existing and potential tiger habitats and over-kill the tiger's prey

*Response:* Create tiger-human friendly landscapes

**Strategy:** Catalyze efforts that identify key tiger landscapes and make these tiger-friendly by reconciling the needs of tigers with those of people

**Step 1** Identify and prioritize tiger landscapes for conservation intervention

**Step 2** Reconcile tiger conservation and human needs

*Threat:* Insufficient knowledge of what tigers need to survive in the changing landscapes of Asia and inadequate strategies and tools to meet these needs

*Response:* Catalyze efforts to increase knowledge, skills and cooperation to support wild tiger conservation

**Strategy:** Increase knowledge, skills and cooperation to support wild tiger conservation

**Step 1** Monitor, evaluate and plan tiger conservation action

**Step 2** Sustain local conservation leadership, networks and alliances

*Threat:* Lack of recognition and visibility to mobilize multi-sector support

*Response:* Gain recognition, visibility and support to make wild tigers valuable to people

**Strategy:** Harness communication resources to educate and engage key audiences and mobilize multi-sector support

**Step 1** Create and continually hone tailored, effective language stressing the urgency of the tiger situation

**Step 2** Develop and implement communication tools and programs to educate and engage key audiences

**Step 3** Continually broaden the base of influential third-party allies and supporters of the Save The Tiger Fund.

# Overview

The tenuous relationship between tigers and humans has pushed wild tigers to the brink of extinction. Incomplete knowledge on the state of tiger populations has made it difficult to set priorities and agendas for action. Tigers are under constant threat from poaching to satisfy the demand for medicine and ornamentation. Over-harvesting of the tigers' prey causes permanent injury to the cycle of human-wildlife coexistence in most of the remaining forests of Asia where tigers still survive. Isolated efforts are not enough to address today's threats to tigers, which include highly organized regional networks that smuggle tiger parts alongside narcotics and weapons. Human actions, deliberate or negligent, continue to shrink, fragment and degrade Asian forests. People are eliminating populations of tigers and their habitats even in protected areas created specifically to save them. If present trends are not managed intelligently, this magnificent species will be extinct within the next two decades. Many of the plants and animals that live with tigers will also disappear. The ecosystems that tigers inhabit will degrade, and local and global communities will suffer the loss of ecosystem services such as watersheds, carbon sinks and clean air.

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## *Saving Wild Tigers*

To secure a place for wild tigers in our world, live wild tigers must be worth more to people than tiger parts. The founding of the Save The Tiger Fund in 1995 reinvigorated the biodiversity conservation community at a time when many predicted the endangered tiger was doomed and would not survive into the 21<sup>st</sup> century. Save The Tiger Fund has instilled hope for the tiger, demonstrating that the tiger is a resilient species that with concerted effort can be brought back from the brink of extinction by people working together with a common vision and understanding of the tiger's needs in human-dominated landscapes. The Save The Tiger Fund played an instrumental role in reinventing tiger conservation by focusing on the human dimension of saving this magnificent cat. For 25 years, conservationists tried to save tigers by keeping tigers and people apart. Save The Tiger Fund recognizes that people are anchored in the tiger's ecosystems and must be part of any solution to save the species.

## *Save The Tiger Fund*

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Save The Tiger Fund is a partnership among the National Fish and Wildlife Foundation, ExxonMobil, and the Critical Ecosystem Partnership Fund (CEPF). It is dedicated to supporting the conservation of Asia's wild tigers. Save The Tiger Fund invests in a variety of projects that increase cooperation and communication, build local leadership, and deliver effective on-the-ground conservation to ensure the future survival of wild tigers in human-dominated landscapes.

Save The Tiger Fund employs a director and support staff to administer its grants program. The strategy and allocations to meet these priorities are set by the director and the Save The Tiger Fund Council – a group of seasoned international administrators, scientists, and tiger experts who have spent much of their lives working to save wild tigers. The Council is appointed by the National Fish

and Wildlife Foundation; Council members volunteer their service. The director and the Save The Tiger Fund Council create specific initiatives to meet emerging threats to tigers.

The Critical Ecosystem Partnership Fund is a joint initiative of Conservation International, the Global Environment Facility, the Government of Japan, the John D. and Catherine T. MacArthur Foundation, and the World Bank. Formed in 2000, CEPF is now supporting more than 110 non-governmental organizations, community groups, and others that work to conserve threatened ecosystems.

ExxonMobil began funding tiger conservation in 1992 and has invested more than \$13 million to date in tiger range countries, representing one of the largest corporate commitments ever made to saving a species. ExxonMobil's funding enables the Save The Tiger Fund to support projects that advance science and conservation while acting on the need to invest in local people who share the land with wild tigers.

National Fish and Wildlife Foundation is a private, non-profit, 501(c)(3) tax-exempt organization established by the United States Congress in 1984 and dedicated to the conservation of fish, wildlife, and plants, and the habitats on which they depend. The Foundation creates partnerships between the public and private sectors and strategically invests in conservation and sustainable use of natural resources.

## *Our Vision*

*A world in which tigers thrive in natural habitats across their Asian range in harmony with people*

## *Our Mission*

Save The Tiger Fund sponsors effective efforts to stop the killing of wild tigers and to enable wild tigers to recover and flourish, while empowering local people to live in balance with natural resources and providing tangible benefits to them whenever possible.

## *We believe that:*

### **Tigers are the indicator of achieving larger-scale conservation and human welfare**

- The conservation of wild tigers is critical to efforts to enable people to live in balance with nature.
- The tiger is a flagship species to rally support for the conservation of living things.
- Tiger conservation is an umbrella for the conservation of all species where the tiger still lives and where it can be reestablished.
- The survival of the tiger is inextricable from human welfare; saving the tiger and its habitats saves water and soil that are essential for human survival.

### **Sustained success depends on flexible strategies and creating wealth on a global and local scale**

- The people who are devoting their lives to securing a future for wild tigers must be recognized and honored.
- Saving the tiger requires continuous and concerted vigilance and effort. There is no universal formula for saving this species – but by fostering a global commitment to tiger conservation and addressing the root problems, we can harness flexible strategies to secure tigers' long-term survival.

- Although philanthropic activities will remain important, sustainable approaches to saving wild tigers must depend on creating new community wealth capabilities.
- We build upon the foundations of earlier efforts, such as the national park, wilderness, and biodiversity conservation movements, to achieve our vision for wild tigers.

### **The future for wild tigers pivots on multi-sector and trans-boundary collaboration**

- Enduring partnerships among a variety of organizations (including governments, non-governmental organizations, businesses, and social and religious institutions) are necessary to secure a future for wild tigers. No organization can realize this vision alone.
- Effective conservation must be based on sound science and best-business practices, including accountability and consistent research and evaluation of investment strategies.

# *Our Strategy*

## Meeting the Threats and Challenges to Wild Tigers in the 21st Century

The Caspian, Bali, and Javan tiger subspecies became extinct within the last few decades. A recent survey failed to find any remaining wild South China tigers. Tigers have been wiped out from the Sariska Tiger Reserve in India, and tigers remaining in other Indian reserves are at extreme risk.

The Save The Tiger Fund Council believes we can make the greatest impact in tiger conservation by acting as a catalyst to create favorable and sustainable conditions for wild tigers. Like venture capitalists, we seek to invest in innovative solutions to reduce and eliminate threats to wild tigers. We create opportunities for others to contribute to saving wild tigers and inspire the public to support tiger conservation.

### *Threat:*

**People continue to kill tigers**

Tigers are legally protected in all of the countries in which they live today, and international trade in tiger parts is prohibited. Yet, illegal trade in tiger bones and skins flourishes across international borders and within tiger range countries. People continue to poach tigers, and law enforcement agencies in tiger range countries continue to confiscate large quantities of bone and skins. The main obstacle to wildlife conservation in Asia today is that eliminating illegal wildlife trade is not a priority on any country's national agenda.

### *Response:*

**Eliminate the consumption of tigers**

### *Strategy:*

**Catalyze a process to eliminate tiger consumption**

Save The Tiger Fund's strategy is to intervene along the entire illegal wildlife trade chain, from the source to consumers, by engaging policymakers, creating and disseminating tools for enforcers, and changing human attitudes about the consumption of tigers.

### **Strategy step 1:**

**Place the issue of continued tiger consumption high on the agendas of policy makers in all tiger range and consumer countries**

Working with CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) and governmental and non-governmental organizations, Save The Tiger Fund will lead a three-year initiative to galvanize support and leadership from the governments of key tiger range and consuming countries to contain illegal traffic in tigers and other wildlife species. From this partnership, we will gain support for a global effort to eliminate tiger consumption.

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## Strategy step 2:

### **Eliminate tiger farms and surplus tiger breeding in zoos**

Tiger farming and surplus tiger breeding in zoos create a glut of farmed tiger parts that find their way into markets, reinvigorating demand from consumers. Experience has shown that the availability of parts from tiger farms leads to premium pricing for parts from the wild, as many in the traditional Chinese medicine communities purport that wild tiger parts are better than those that come from farms and zoos. This belief, and the low cost of poaching, have led to increased poaching and disappearance of tigers from many areas. Many tiger farms and farm-like facilities prosper. Save The Tiger Fund will fund projects that seek to eliminate tiger farming wherever it exists.

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## Strategy step 3:

### **Create and provide tools for enforcers**

Save The Tiger Fund supports surveys to document the extent and nature of the demand for and the trade in tiger parts and products in Asia, the Middle East, and the United States.

Save The Tiger Fund is creating a best-practices tool set for enforcers, based on lessons learned by Save The Tiger Fund grantees and others over the last decade. Save The Tiger Fund will disseminate the tool set to the tiger conservation community via the Global Tiger Forum and other venues.

Save The Tiger Fund catalyzes projects that sustain the most effective enforcers' models in tiger landscapes. For example, Save The Tiger Fund has supported training programs that turn "poachers into protectors" and that improve customs agents' ability to evaluate and control the international wildlife trade. Save The Tiger Fund provides direct assistance to tiger protection units, including the Amba Patrols in the Russian Far East and the Rhino and Tiger Protection Units in Malaysia and Sumatra.

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## Strategy step 4:

### **Disseminate Save The Tiger Fund and its many partners' shared vision of a future for wild tigers in ways that change prevailing behaviors and attitudes to reduce tiger consumption**

Save The Tiger Fund supports projects that can change the attitudes and behavior of potential users of tiger parts and products in the United States, China, and other parts of the world.

Save The Tiger Fund supports general awareness programs that promote non-consumption of tigers and other wildlife in key Southeast Asian markets. The effectiveness of such projects in reducing consumption and increasing awareness of the tiger's plight must be demonstrated.

*Threat:*

**People continue to destroy, fragment, and degrade existing and potential tiger habitat, and over-kill the tiger's prey**

Poised at the top of an intricate ecosystem, the endangered tiger is an indicator of ecosystems in crisis. Conservationists must create bottom-up support for tiger conservation and enlist key social, governmental, and corporate support for the tiger's survival in the wild. Save The Tiger Fund views the maintenance of viable tiger populations as an essential component of sustainable ecosystem management.

*Response:*

**Create tiger-human friendly landscapes**

*Strategy:*

**Catalyze efforts that identify key tiger landscapes and make these landscapes tiger-friendly by reconciling the needs of tigers with those of people**

For tigers to survive over the long term, populations of tigers and their prey must be managed at a landscape scale.

These landscapes must include:

- Core protected natural areas (national parks and reserves);
- Managed buffer zones surrounding the protected areas that protect tigers and their prey; and
- Dispersal corridors for tigers and prey connecting core areas.

This ecological approach to conserving tigers recognizes the tiger's genetic, behavioral, and ecological distinctiveness across its range. It recognizes the tiger as a top carnivore in ecosystems and its role as rallying point for the conservation of other species and for maintaining essential ecological processes.

Governments of tiger range countries must enact and enforce laws to protect tigers and their habitats and offer incentives so people understand and reap benefits of sharing space with tigers.

Effective tiger conservation projects must include initiatives that meet the needs and have the support of the people who dwell in the neighborhood of tigers. Save The Tiger Fund aims to educate and create incentives to treat tigers as a natural treasure to be protected in the wild, with people as their stewards.

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## Strategy step 1:

### Identify and prioritize tiger landscapes for conservation interventions

In 1997, Save The Tiger Fund supported other leading conservation organizations to identify areas where tigers were known to live, where they could live, and areas where more research is needed. This analysis set priorities for future investments in about 160 areas, called Tiger Conservation Units, across 14 tiger range states, based on levels of threat and the opportunity for success in maintaining and restoring wild tiger populations.

Conditions in Asian landscapes where tigers live are changing due to climatic factors and human actions. Strategies must be advanced by innovative research and analysis on these ecoregions. Save The Tiger Fund and its partners (World Wildlife Fund, Wildlife Conservation Society, United Nations Foundation, U.S. Fish and Wildlife Service, Zoological Society of London, and Smithsonian's National Zoological Park) are updating the analysis, *Setting Priorities for the Conservation and Recovery of the World's Tigers: 2005-2015*. This taxonomy and prioritization of tiger landscapes will include recommended interventions to increase connectivity and reduce threats to wild tigers.

#### The key tiger landscapes in which Save The Tiger Fund is investing are:

- Russian Far East including adjacent habitat in northern China
- Terai Arc Himalayan foothill forest and tall-grassland in India and Nepal
- Eastern Himalayan forests and tall-grasslands anchored by Bhutan
- Tropical dry and moist forests in the Central Indian Highlands
- Western Ghats of India
- Sundarbans mangrove forest in India and Bangladesh
- Myanmar's Hukawng Valley
- Greater Tenasserim Forest in Thailand and Myanmar
- Lower Mekong Forest
- Remaining Malaysian Forest
- Remaining Sumatran Forest

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## Strategy step 2:

### Reconcile tiger conservation and human needs

Save The Tiger Fund supports projects that lead to development of sustainable programs in priority tiger landscapes that:

- Protect and recover tigers in their core areas;
- Connect these core areas with dispersal corridors;
- Promote the security of tigers and local people;
- Reconcile tiger conservation and the needs of people by creating incentives, such as guardianship programs that let communities manage their forests and create bottom-up support for tigers and their prey, their core areas, and connections between core areas;

- Promote eco-tourism that yields significant financial returns to the local communities;
- Encourage industrial land users to enhance tiger populations through appropriate environmental management and easements within their concessions; and
- Undertake participatory practices, consultations, and communication at the local, national, and international levels to generate support for these tiger-human friendly landscapes.

Save The Tiger Fund also supports:

- Projects that seek to understand the forces and processes that drive human-tiger conflicts and reconcile or mitigate these conflicts;
- Basic science and forums for the exchange of scientific information to advance the development of enlightened government policy for resolving human-tiger conflicts;
- Specialized units formed to resolve human-tiger conflict; and
- Efforts that enable conservation leaders within and outside governments to work collaboratively and learn from successful projects within and outside their countries.

### *Threat:*

**Insufficient knowledge of what tigers need to survive in the changing landscapes of Asia and inadequate strategies and tools to meet these needs**

Despite a decade of conservation investment, our knowledge of the tiger’s ecological needs and the strategies and tools needed to meet them remains inadequate. There is also a critical shortage of trained conservation practitioners, organizations, alliances and networks that recognize the tiger’s ecological needs and know how to link the tiger’s survival with the welfare of people. A divergence of opinion and lack of collective knowledge on the current distribution and population trends of tigers further restricts our ability to identify and respond to impending crises.

### *Response:*

**Catalyze efforts to increase knowledge, skills, and cooperation to support wild tiger conservation**

### *Strategy:*

**Increase knowledge, skills, and cooperation to support wild tiger conservation**

Save The Tiger Fund supports science that expands our knowledge base for tiger conservation actions and creates human conservation capacity for sustaining wild tiger populations. We support projects that empower individuals, organizations, alliances and networks with detailed knowledge of the tiger’s ecological needs. We bring forward innovative strategies and tools to stabilize and recover tiger populations while meeting the needs of people in tiger landscapes.

## Strategy step 1:

### Monitor, evaluate and plan tiger conservation action

Save The Tiger Fund supports:

- Projects that compile the best information available on the tiger's ecological needs, articulate new approaches, and create new tools for conservation practitioners to secure wild tiger populations;
- Projects that are critical to detecting the population trends of tigers and prey species, that monitor changes in habitat quality and that serve as a timely warning system of sudden perturbations;
- Monitoring/evaluation programs that analyze best conservation practices and provide the critical information needed to create or update national and regional tiger conservation action plans; and
- The preparation of tiger action plans and stakeholder conferences that lead to national and regional tiger conservation action plans.

## Strategy step 2:

### Sustain local conservation leadership, networks, and alliances

Save The Tiger Fund seeks to identify and provide initial support for local conservation leaders and organizations in key tiger landscapes.

We support emerging conservation leaders who are completing M.S. and Ph.D. projects that increase our understanding of the ecological needs of tigers, lead to stabilized or recovered tiger populations and are linked to the welfare of people.

We provide core funding to emerging tiger conservation networks and alliances, especially those linking tiger conservation and human welfare in priority landscapes.

Save The Tiger Fund synthesizes lessons learned from our portfolio of grantees to improve the Save The Tiger Fund strategy and make these widely available to conservationists in appropriate forums.

*Threat:*

**Lack of recognition and visibility to mobilize multi-sector support**

*Response:*

**Gain recognition, visibility and support to make wild tigers valuable to people**

## *Strategy:*

# **Harness communication resources to educate and engage key audiences and mobilize multi-sector support for tiger conservation**

Effective communications -- messages, tools and tactics – are critical in Save The Tiger Fund’s success. Communications needs to be part of the ongoing efforts to increase international visibility on tiger conservation and to develop and sustain key partnerships and constituents that support our work to save the tiger from extinction. In order to strengthen our communications capacity, we expect to undertake the following:

## **Strategy step 1:**

### **Create and continually hone tailored, effective language stressing the urgency of the tiger situation**

Working with partner donors, non-governmental organizations, and government entities, Save The Tiger Fund is in an excellent position to develop urgent, catalyzing messages to motivate and engage key audiences to put and keep tigers on national and international agendas.

Save The Tiger Fund messages will:

- Explain the current tiger situation using the best available knowledge and information;
- Connect with shared values of audiences; and
- Lay out a clear and compelling call for action.

Ultimately, Save The Tiger Fund messages will answer the fundamental questions “What is the threat to tigers, why should people care, and what can they do about it?” These messages will then be tailored for specific audiences.

## **Strategy step 2:**

### **Develop and implement communication tools and programs to educate and engage key audiences, and to expand public/private partnership networks**

In the past 10 years, Save The Tiger Fund has built a community of grantees, partners, and supporters concerned about the plight of the tiger. Save The Tiger Fund is creating a toolkit for partners, governments, non-government organizations, and grant recipients to help them communicate more effectively about their mission and success stories and to lay the groundwork for sharing new information on tiger conservation and emerging threats. This toolkit will also be used to announce Save The Tiger Fund’s 10th anniversary and the release of upcoming studies and reports.

Save The Tiger Fund will continue updating the website [www.SaveTheTigerFund.org](http://www.SaveTheTigerFund.org) to be a more effective communications and educational tool for grantees and other interested parties, including the public.

In addition, Save The Tiger Fund will continue to use *Tiger Watch*, now delivered online, as a communications tool. *Tiger Watch* will incorporate report findings and recommendations, news items, and will highlight grant recipients.

Save The Tiger Fund will develop and implement wide distribution of the study *Setting Priorities for the Conservation and Recovery of the World's Tigers: 2005-2015*, including elements and design that make it user-friendly for audiences outside the tiger community.

### Strategy step 3:

#### **Continually broaden the base of influential third-party allies and supporters of Save The Tiger Fund**

Save The Tiger Fund will convene, attend, and speak at tiger, biodiversity, and corporate social responsibility-related events and conferences around the world. The media are an excellent vehicle to reach third-party allies. Save The Tiger Fund will share information and seek to secure interviews with major regional, national, and international media outlets.

The 2008 Beijing Olympics presents a prime opportunity to mobilize support for the tiger and larger biodiversity issues. Save The Tiger Fund will develop and implement a strategy to leverage the conservation momentum surrounding the 2008 “Green” Olympics in Beijing. Particular efforts will be placed on activities and policies that will be sustained beyond the Olympics.

In addition, Save The Tiger Fund will organize and sponsor the International Year of the Tiger Conference in 2010 and seek appropriate opportunities to heighten attention directed toward tiger conservation and biodiversity issues.

A detailed communications plan will be developed with corresponding calendar and timeframe for implementation.

## *Our Funding*

Since its founding in 1995, Save The Tiger Fund has supported tiger-conservation projects in 13 Asian tiger range countries. Through 2005, Save The Tiger Fund has funded 273 projects with a total investment of \$13.66 million.

Isolated efforts are not enough to address today’s threats to tigers. Save The Tiger Fund and the Critical Ecosystem Partnership Fund joined forces in 2004 to link tiger conservation programs across Asia, a major step in unifying the efforts of many conservation organizations.

As part of the new alliance, the Critical Ecosystems Partnership Fund pledged \$3 million over three years (beginning in 2004) to at least double the size of Save The Tiger Fund’s grant distribution in Asia’s biodiversity hotspots, the biologically richest yet most endangered areas. ExxonMobil also committed an additional \$3 million.

Save The Tiger Fund honors and welcomes the support we receive from individual donors, which totaled \$1.6 million through 2005.

The goal of Save The Tiger Fund is to increase our funding base from \$2 million annually in 2005 to \$5 million annually in 2010.

## *Implementation*

The Save The Tiger Fund Council meets annually with the Save The Tiger Fund director and staff to review desired outcomes, establish expectations for the coming year, set priorities, and allocate the resources needed to achieve these outcomes. We review each project's performance in meeting promised deliverables, annually assess the progress of the grant-making program, and review the results of long-term investments in key tiger landscapes and threat-alleviation projects across landscapes. These reviews guide future grant making to ensure we meet Save The Tiger Fund's goals and objectives.

## *Acknowledgments and References*

Save The Tiger Fund relied on the lessons learned in our first 10 years when planning our investments for the next five years. John Seidensticker, Mahendra Shrestha, and Edward Ahnert wrote this document with the help of the Save The Tiger Fund Council, drawing on the emerging threat assessments and position papers from our many conservation partners and grantees. We are especially grateful to Jorgen Thomsen, Steven Galster, Judy Mills and Steve Broad for their input into our tiger consumption elimination strategy. Susan Lumpkin wrote the 2000 Save The Tiger Fund white paper, "*An Unprecedented Partnership for Tigers*," and we continue to draw from this paper and her continued counsel. Save The Tiger Fund supported *Riding the Tiger: Tiger Conservation in Human-dominated Landscapes*, the basic text for tiger conservation. *Securing the Future for the World's Tigers*, the executive summary from the *Year of the Tiger Conference – 1998*, and *Saving the Tiger: Assessing our Success* are the best overviews to tiger conservation intervention.

# *Save The Tiger Fund Council Members and Staff*

## **Council Members**

Edward F. Ahnert  
Former President (retired)  
ExxonMobil Foundation

John Berry  
Executive Director  
National Fish and Wildlife Foundation

Sydney J. Butler  
Former Executive Director (retired)  
American Zoo & Aquarium Association

Gerald McElvy  
President  
ExxonMobil Foundation

Mohd Khan Momin Khan  
Chairman  
IUCN, Asian Rhino Specialist Group

Hemanta R. Mishra  
Former Senior NGO Specialist (retired)  
Asian Development Bank

Seema Paul  
Program Director  
South Asia Initiative  
United Nations Foundation

John Seidensticker  
Chairman, Save The Tiger Fund  
Senior Scientist, Smithsonian's National Zoological  
Park

## **Staff**

Mahendra Shrestha  
Director

Judy Mills  
Director, CATT

Kenneth Stansell  
Assistant Director, International Affairs  
U.S. Fish and Wildlife Service

Elizabeth F. Stevens  
Vice President  
Disney's Animal Kingdom & Animal  
Programs  
Walt Disney World

Effendy Sumardja  
Assistant Minister  
Indonesia State Ministry of Environment

Mel Sunquist  
Professor and Program Director of Ordway  
Preserve  
University of Florida

Geoffrey C. Ward  
Author  
Co-Founder, Tiger Action Fund for India

Jorgen Thomsen  
Executive Director  
Critical Ecosystem Partnership Fund  
Vice President, Conservation International

Brian Gratwicke  
Assistant Director

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Save The Tiger Fund  
National Fish and Wildlife Foundation  
1120 Connecticut Avenue, N.W., Suite 900  
Washington, D.C. 20036, USA  
Phone: 202-857-0166 Fax: 202-857-0162  
Email: [stf@nfwf.org](mailto:stf@nfwf.org) Web: [www.savethetigerfund.org](http://www.savethetigerfund.org)