



Active
For Animals

Sentiment without action is the ruin of the soul. - Ed Abbey



Founder's Report

Thank you for taking a moment to catch up on our actions and results for 2022.

Active for Animals is a grassroots organization dedicated to ending specific human behavior that is driving endangered animals to the brink of extinction. Our focus to save these animals is on reducing the demand and the consumption of wildlife. It is a longer-term strategy but the only viable solution to solve the problem. This annual report lays out our accomplishments for 2022 and gives us the opportunity to thank our supporters and collaborators.

2022, in the big picture, ended on a spectacular note for **Active for Animals**, endangered species and for the world's biodiversity crisis.

- At this year's Convention on Biological Diversity COP15, around 200 countries agreed on the new Kunming-Montreal Global Biodiversity Framework (GBF). Its centerpiece is a '30×30' target to protect 30% of nature by 2030.
- TIGERS: President Biden signed the Big Cat Public Safety Act into law on Dec. 21, 2022. In a major win for tigers, the US Senate passed legislation that will help prevent captive tigers from ending up in the illegal trade of their parts and products.
- SHARKS: The 19th Convention on International Trade in Endangered Species (CITES) wrapped up with a solid win for the protection of sharks and rays. The 2022 edition of CITES raised the protection of internationally traded species to 90 percent—up from just 20 percent.

I point out these wins for biodiversity and these two endangered species for two reasons. Number one, grassroots organizations played a significant role in getting these initiatives started and passed into law. And number two, there are good things happening and progress is being made.

So, we need to keep pushing for what is right and protect our planet for future generations. We have a lot of work to do. Let's remember, almost 70% of the monitored wildlife populations have declined over the last 50 years. But if we all can work together and commit to making a difference, great results can happen. I hope I can inspire you to join me to get **Active for Animals**.

James Dunton
Founder, **Active for Animals**

Active for Animals' Mission

In finding the right name for the organization it had to be a simple, clear statement of our goal of supporting more people to become active to help save wildlife and their habitat.

Active for Animals' Mission: To inspire people around the world to get active in helping endangered animals.

For many people this is about understanding the risks to humanity and our way of life as a result of biodiversity loss. One of the best models to explain the risks to people is the **Nine**

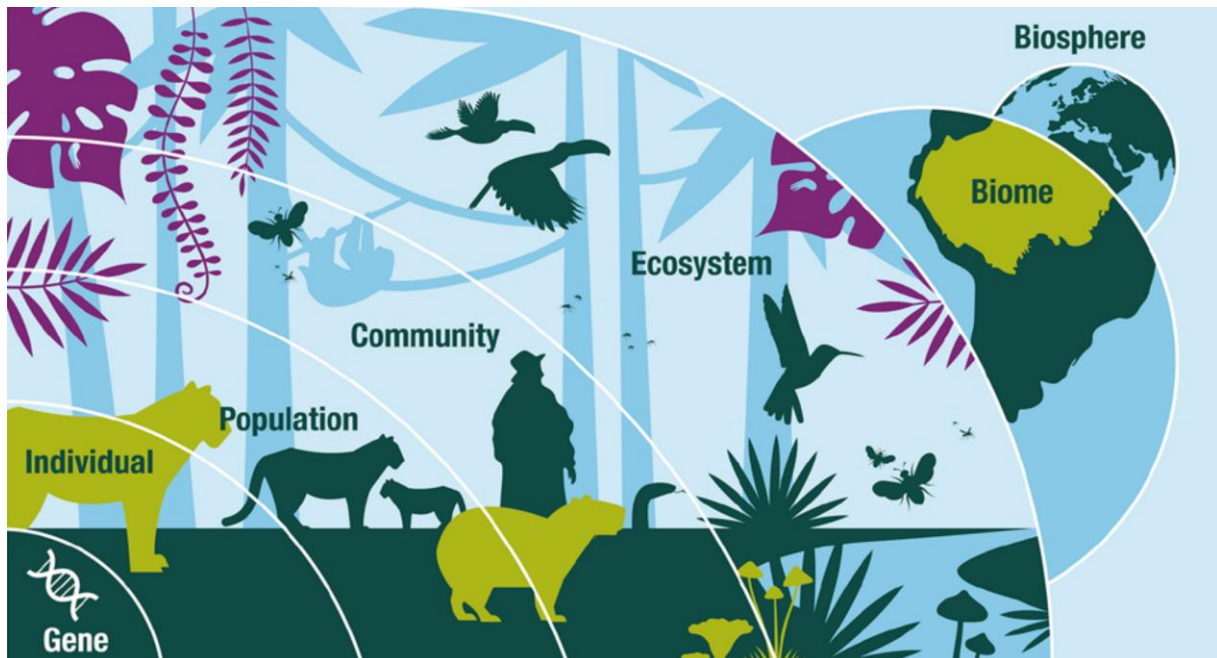
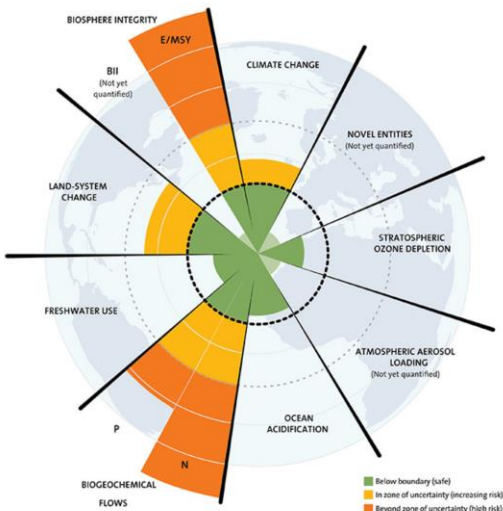
Planetary Boundaries concept, of the Stockholm Resilience Center. In 2009, an international group of scientists came together to identify the processes that regulate the stability and resilience of our planet.

The scientists proposed planetary boundaries, within which humanity can continue to develop and thrive for generations to come. Crossing these boundaries increases the risk of generating large-scale abrupt or irreversible environmental changes that can reduce our planet's livability for everyone.

Most people around the world are now paying attention to climate change. From a biointegrity (intact ecosystems) perspective, the planetary boundaries model shows that we are well beyond the Zone of Uncertainty and in the High-Risk

Zone; biodiversity loss has huge implications for human health and security, but too many people are not aware of the risks to humanity of ecosystem failure.

Active for Animals' mission is to help people understand this (and how we all fit into the world) and, as a result, become more active to slow down the factors driving biodiversity loss.



Our Projects and Campaigns



One Small Step Campaign

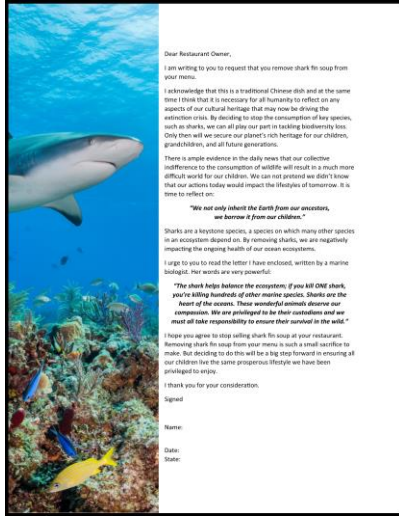
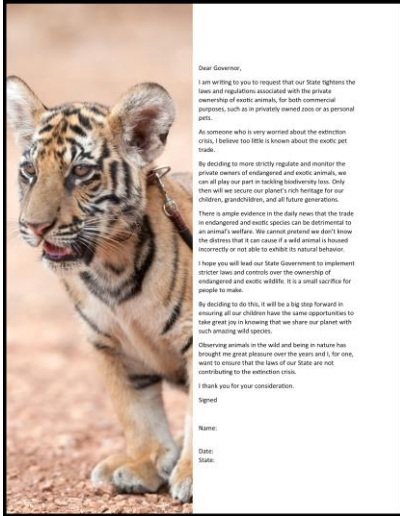
Active for Animals is delighted to play our small part in supporting people to get active on key wildlife issues. The **One Small Step** campaign has been designed to help everyone to take their first step into conservation and get **Active for Animals**.



We are certainly at a unique point in our collective history. How can we use this to let our respective governments know that we want a fairer world? And that fairness needs to extend wildlife and nature more broadly.

It is often hard to know what you can do. We feel powerless to help, when, in reality, we are powerful when we collaborate and let our governments know what we want.

Making a very real difference for wildlife can happen as a result of simply writing a letter to our political representatives, if enough of us do it.



For example, during 2021 and throughout 2022, **Active for Animals** encouraged our supporters to join our **Tiger Ambassador** and **Shark Ambassadors** campaigns.

Tigers and other exotic cats can be privately owned in the USA. It is estimated more tigers live in captivity in the USA alone than the four thousand tigers left in the wild.

The key word is **estimated**, because trade and ownership of exotic animals, including tigers, is opaque.

All this has a chance to change now as **President Biden signed the Big Cat Public Safety Act into law on Dec. 21, 2022**. In a major win for tigers, the US Senate passed legislation that will help prevent captive tigers from ending up in the illegal trade of their parts and products.

Last year was also a big year for sharks, as people and governments worldwide accepted it was time to get shark fin soup off the menu. During the November 2022 CITES CoP19 meeting, in Panama nearly 100 species of sharks and rays were added to CITES for international trade restrictions.

The USA has played a major role in this; the **Shark Fin Sales Elimination Act** was also signed into law by President Biden in December 2022.

All this is fantastic news and many of our supporters have asked, so 'where to' next. Below outlines some of **Active for Animals** new **One Small Step** letter writing campaigns.

Safe Wildlife Passage Ambassador

Mountain Lion P22 has become known as **the cat that changed America**. Since he was first spotted in 2012, when he was estimated to be two years old, he captivated many hearts and gained significant media attention and triggered numerous books, television programs and works of art. Sadly P22 was euthanized in December 2022, after being found with injuries including skull fractures, injuries to his right eye, skin injuries, and herniation of abdominal organs into his chest, most likely caused by a collision with a vehicle.

P22's survival for a decade in the heart of Los Angeles revitalized interest and efforts to protect



America's remaining wildlife; one key element is to reduce wildlife-vehicle collisions, particularly around migration paths that are hot spots for collisions.

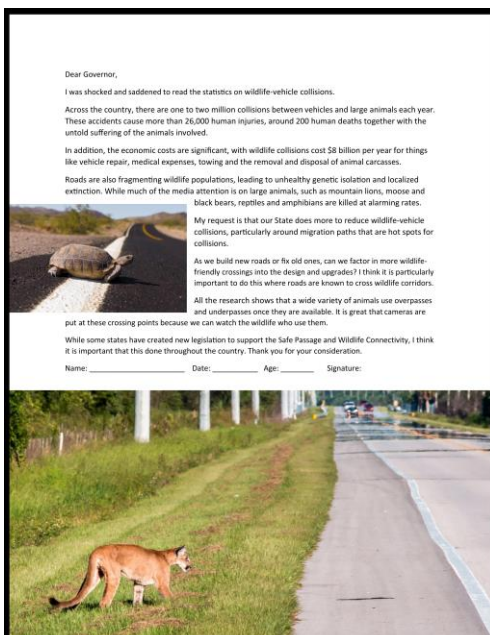
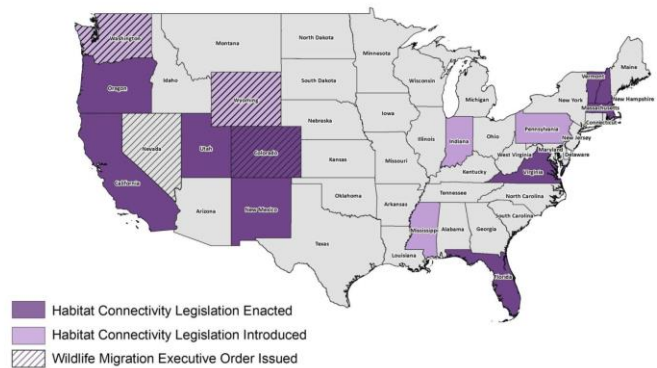
The Facts

- Across the country, there are one to two million collisions between vehicles and large animals each year.
- These accidents cause more than 26,000 human injuries and about 200 human deaths.
- Wildlife collisions cost \$8 billion per year for things like vehicle repair, medical expenses, towing and the removal and disposal of animal carcasses.
- Changes to the climate result in wildlife moving in search of cooler conditions means that more species are contending with busy roads.
- Roads are fragmenting populations, leading to unhealthy genetic isolation and localized extinction.
- While much of the media attention is on large animals, such as mountain lions, moose and black bears, reptiles and amphibians are killed at alarming rates.

All this means that environmentalists and transport officials agree that there is a need for wildlife crossing infrastructure countrywide.

Active for Animals most recent **One Small Step** campaign is to ask you to become a **Safe Wildlife Passage Ambassador**. In 2022, states across the country passed legislation to take advantage of historic, new federal funding for wildlife crossing structures. Check out this great map from the **Center for Large Landscape Conservation**, showing which states have enacted policies to reduce wildlife-vehicle collisions and/or improve habitat connectivity.

State Habitat Connectivity Policies



For this Active for Animals has created two **Safe Wildlife Passage Ambassador** letters, one general and one specifically for school projects.

To get involved go to the **Active for Animals One Small Step** page, on the website, download the letter you want, sign and then either email or post; it's as simple as that!

It is important to not only help wildlife icons, such as rhinos, tigers and mountain lions, together we can support the other species, such as the reptiles which are hugely important to maintaining healthy ecosystems.

Check out the **Active for Animals Reptile Ambassador** campaign.

My Wildlife Challenge (www.mywildlifechallenge.org)

World Games For Wildlife evolves and is rebranded to **My Wildlife Challenge**.



The screenshot shows the website header with the 'My WILDLIFE CHALLENGE' logo on the left. To the right are social media icons for Facebook, Twitter, and Instagram, followed by a search bar with the text 'Find a friend', a magnifying glass icon, and buttons for 'SIGN UP' and 'DONATE'. A 'LOGIN' link with a user icon is also present. Below the header is a navigation menu with links for 'MY CHALLENGE', 'TEAM CHALLENGE', 'MY WAY CHALLENGE', 'AMBASSADORS', and 'ABOUT'. The main hero image features a person in a teal jacket and black leggings running on a mountain trail. The text 'ABOUT MY WILDLIFE CHALLENGE' is overlaid on the right side of the image. A green banner at the bottom of the hero image contains the text 'My Wildlife Challenge 2022 Runs January 1 to December 31'.

Firstly, **Active for Animals** would like to say a huge thank you to everyone who has participated and raised funds using the platform. The valuable feedback from participants on how to engage more people to step up to the challenge was fantastic. We know change is hard, but we can all do it if we choose. This is why, based on participant feedback, World Games For Wildlife has been rebranded to **My Wildlife Challenge**.

50 years from now, what will be remembered with pride?



Over 50 years ago the Apollo 11 crew landed on the moon and took their Earthrise image. At the time, they looked down at a planet of 3.6 billion people, less than half of what we have today; and at a planet before people had wiped out nearly 70% of wildlife populations.

The space program will forever be linked to John F. Kennedy. His "We choose to go to the moon" speech in 1962 is considered one of the speeches that changed the world.

"We choose to go to the Moon in this decade and do the other things, not because they are easy, but because they are hard; ... because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one we intend to win."

The success of Apollo 11 is not the only moon mission remembered with pride: 56 hours into the Apollo 13, at approximately 330,000 km from Earth, catastrophic complications arose leading to the message "Houston, we have a problem". After six days, the 3 astronauts were brought home safely, but not before the Moon's gravity was used to help point the ship in the right direction and innovative thinking had saved the astronauts from carbon dioxide poisoning; just two of the significant problems solved in a matter of hours and days.

In 50 years from now, what will be remembered with pride about this point in time? There is so much that needs to be done to rehabilitate our wonderful home. This is the reason behind My Wildlife Challenge.

Our world is full of 'noise' when it comes to knowing how to make a real difference.

We know that it is a challenge to live a balanced lifestyle; and now we all need to add to this the challenge of living in balance with wildlife and the natural world.

It isn't too late to address the risks of biodiversity loss. We simply need to decide, are we ready to accept the challenge of rehabilitating our planet, our home?

My Wildlife Challenge is asking you to set your own challenge and be part of the solution. Whether it's a marathon, an open water swim, scaling a mountain or riding your bike across America. Your Challenge, Your Choice!

It is time to be a part of the solution by signing up to the **My Wildlife Challenge**. What's **Your Wildlife Challenge**?

What's Your Wildlife Challenge?

Rhino Poaching And Rhino Horn Demand

While South Africa's official rhino poaching figures have not yet been announced, they are expected to be in the region of the 2021 statistics, when 451 rhinos were killed by poachers.

As the world continued to emerge from the pandemic and global trade routes opened, 2022 has seen several new reports outlining investigations of rhino horn (and wildlife) trafficking in this post-pandemic era.

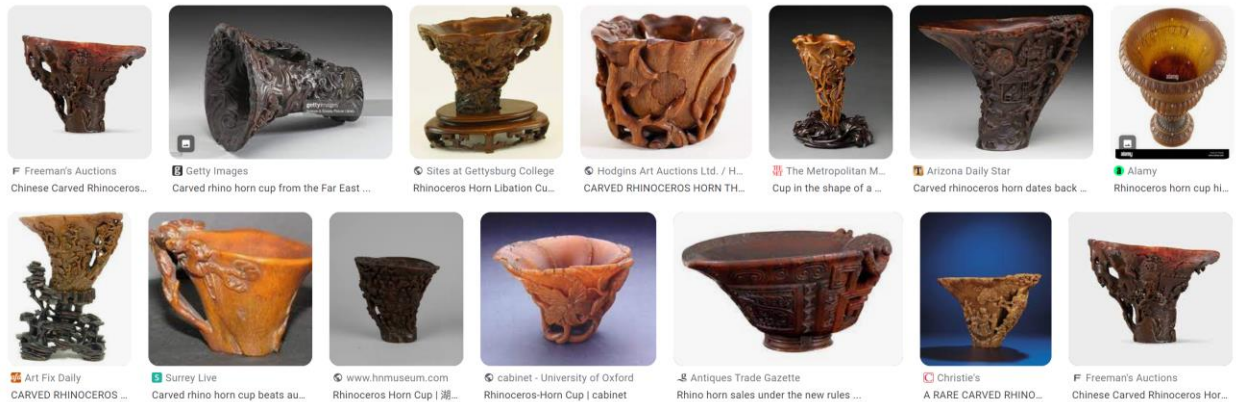
Active for Animals has followed this work:



While there is a substantial amount of information in these reports, **Active for Animals** would like to highlight a few key points of interest:

1. While the price of illicit goods is fluid, the report detailing the online (including social media) sales of wildlife in Viet Nam, **Vietnam's Virtual Landscape For Illicit Wildlife Trading**, provides examples of the rhino horn being traded on page 12 and 13. Key in the report is what is discussed on page 9 (Location) which says, **"625 online sellers (67% of total detections) also sell their products in physical stores or at their home addresses"**. The report goes on to say these sales locations are most often in large urban centers, such as Hanoi (324 detections), Ho Chi Minh City (223) or Haiphong (44). This shows that many sellers are still not concerned about the repercussions of selling illegal wildlife products. They continue to believe they are above the law because, in the main, they are.
2. The Wildlife Justice Commission report, **Rhino horn trafficking as a form of transnational organised crime**, provides a worrying insight as to just how much of the rhino horn comes from legally harvested stockpiles. The report states, **"up to one-third of rhino horns seized globally may have originated from legal horn stockpiles"**. The implication being that sellers in supply side countries were releasing rhino horn to the market to keep the demand alive during a period when the desire for horn was clearly dropping.
3. There is growing evidence that the vast majority of rhino horn in Viet Nam is used to carve luxury products for a predominantly Chinese clientele. This supply chain implies that the stakeholders involved in supplying the demand for carved rhino horn products include antique dealers, art collectors, investors, speculators, auction houses, investment companies, and museums. The Wildlife Justice Commission report highlights 45 cases of

raw rhino horns being processed into fake antiques (coined *zuo jiu*, meaning “to make old”) and there is concern that the legal trade in antique rhino horn artifacts could be used to launder new horns. These antiques are widely available and most have no provenance documentation. In this instance only carbon dating would confirm that the item for sale is a genuine antique.



- For the report, **Landscape of fear: Crime, corruption and murder in greater Kruger**, researchers conducted fieldwork in Mpumalanga and Kruger National Park between October 2022 and January 2023, with additional interviews in Johannesburg and Pretoria. Most interviews were conducted on condition of anonymity, with some interviewees expressing fears of reprisals. All interviews were conducted face-to-face and interviews lasted an hour on average. The report indicates that Kruger National Park’s rhinos’ greatest threat is internal corruption. Recent staff arrests following lengthy financial investigations show the park is severely affected by corrosive corruption and violent organized crime. The report concluded ***“that toxic politics, deep-seated inequality, corruption and embedded organized criminality have profoundly affected the park and surrounding communities”***.

These are just a few examples highlighting how human behavior is significantly impacting the rhinos’ chance of survival in the wild. Reducing the desire to both sell and buy rhino horn is a focus of **Active for Animals**, we will continue to monitor all the international research regarding changes to the rhino horn trade.



Financial Statement

Active for Animals is delighted that we earned a GuideStar 2022 Silver Seal of Transparency.

Active for Animals form 990 can be viewed on the IRS website as well as our Determination Letter.

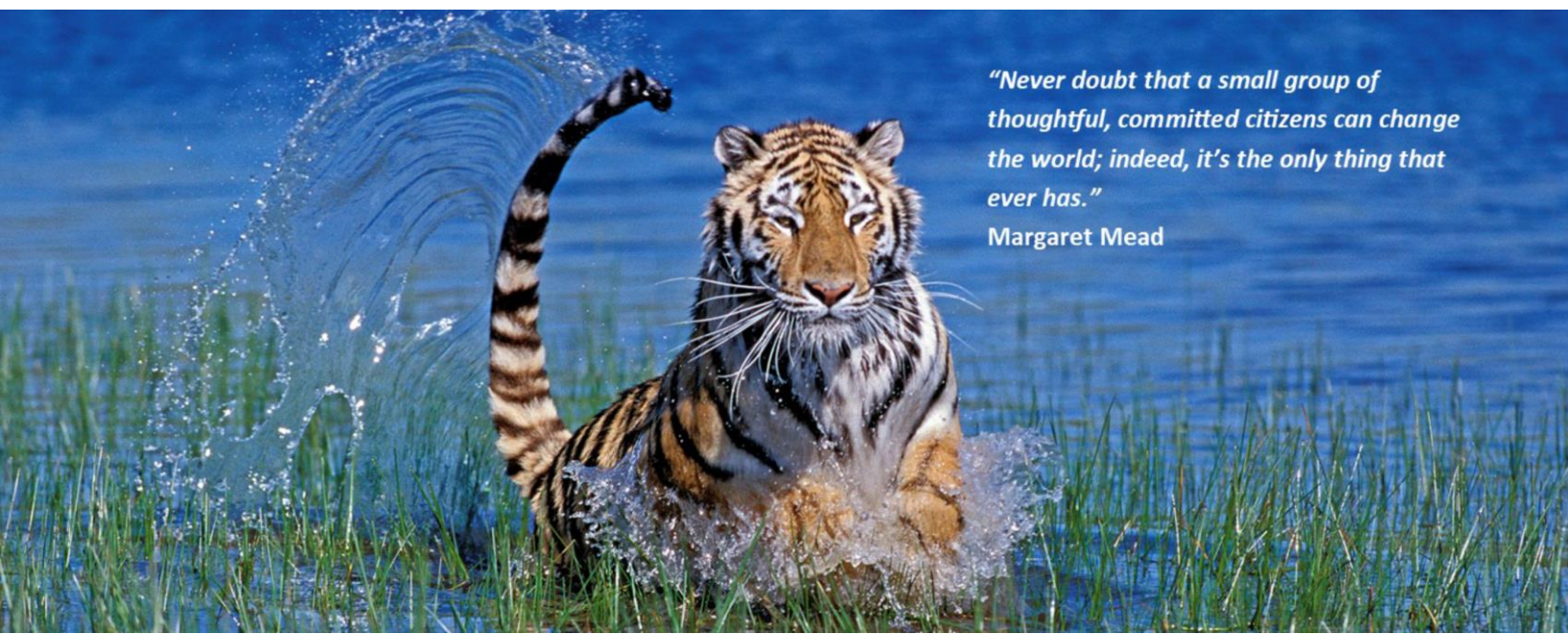


Active for Animals Accomplishments 2022 Included:

- **Active for Animals** is delighted to have played our small part in supporting people to get active on key wildlife issues, leading to President Biden signing the Big Cat Public Safety Act and also the Shark Fin Sales Elimination Act in December 2022.
- Earning the 2022 **Silver Star of Transparency from Guidestar**
- Continuing to build a supporter base in both the USA and Viet Nam.
- A successful first year of fundraising using the online platform **World Games For Wildlife** and based on feedback from participants, we are excited about the rebranding to **My Wildlife Challenge**.
- Educating **Active for Animal's** supporters about the need to re-examine our relationship with nature, based on biodiversity loss, climate change and the risks of emerging pandemics.

Active for Animals Goals for 2023 Include:

- Building on our USA campaigns to get people more involved, our aim is to support more people to take **One Small Step...**for wildlife.
- Aid public understanding of the risks of biodiversity loss and how stopping this decline is everyone's business.
- Understanding how the domestic and international trade in wildlife has changed as a result of the global pandemic.
- Maintain **Active for Animals** ability to punch above its weight, demonstrating that even a tiny, grassroots volunteer organization can make a difference.
- Strengthening **Active for Animals** ability to raise funds for key projects, so we can do more.



"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

Margaret Mead

Thank You

This work could not have been achieved without the support of a number of individuals and organizations. While this list is by no means exhaustive, given the people who have helped over the last year, **Active for Animals** would like to acknowledge the following:

1. Phuoc Phan and Anh Phan for their continued support to understand many aspects of Vietnamese culture, including the use of endangered species and specifically the desire for rhino horn. Your ongoing insights, advice and willingness to listen to **Active for Animals'** ideas has helped evolve our thinking.
2. My lifelong friends, all of whom have listened and encouraged my passion, with many getting active for **My Wildlife Challenge** and in the **One Small Step** initiatives.
3. Everyone who has donated to and supported **Active for Animals** throughout 2022.
4. Dr. Lynn Johnson, of Nature Needs More and Dr. Cameron Murray, of SAVE African Rhino Foundation, who I have enjoyed working with on the **My Wildlife Challenge** Campaign.
5. I would also like to especially thank Dr Lynn Johnson for providing a vision and hope for seeing a world where humans and animals can thrive together.

As always, this work is dedicated to my wildlife loving daughters, Tatum and Drew, you both provide my inspiration and drive.

