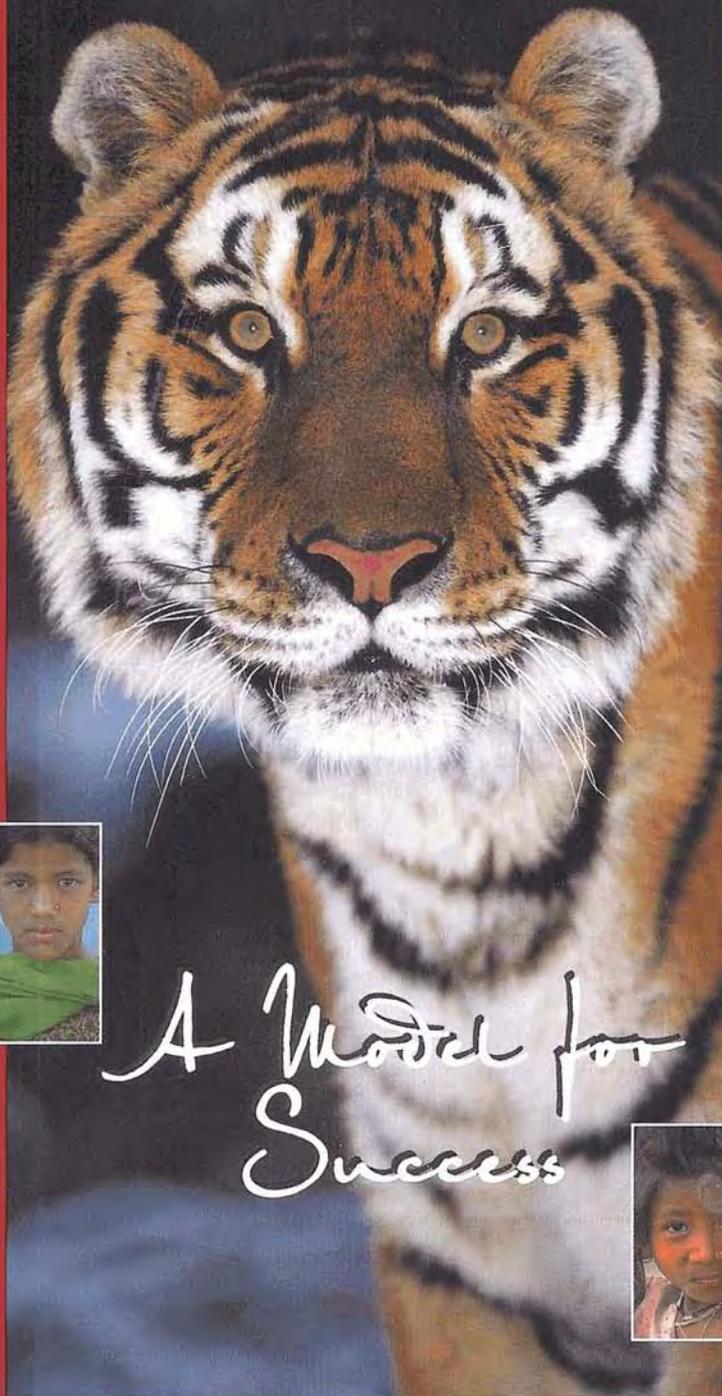
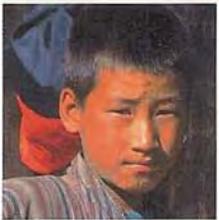




THE SAVE THE TIGER FUND



*A Model for
Success*



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Whitney Tilt*
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National Fish and Wildlife Foundation

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

*Former Council members

MODEL FOR



Success

. . . As the Save The Tiger Fund concludes its eighth year, the vision that established the Fund in 1995 appears to have proven both remarkable and revolutionary as a way to approach the conservation of an endangered species. The National Fish and Wildlife Foundation and ExxonMobil have enlisted the aid of tiger experts from around the world, invited the participation of the general public, and collectively forged a new road map, energy, synergism, and language to saving the tiger. At the core of the Fund's operating philosophy are two concepts — partnership and inclusion. The Fund's vision and its business are to secure a future for wild tigers. . . .

John Seidensticker, Chairman,
Save The Tiger Fund Council

Photo: Anuraag Jacob

THE SAVE THE TIGER FUND
1995 – 2002

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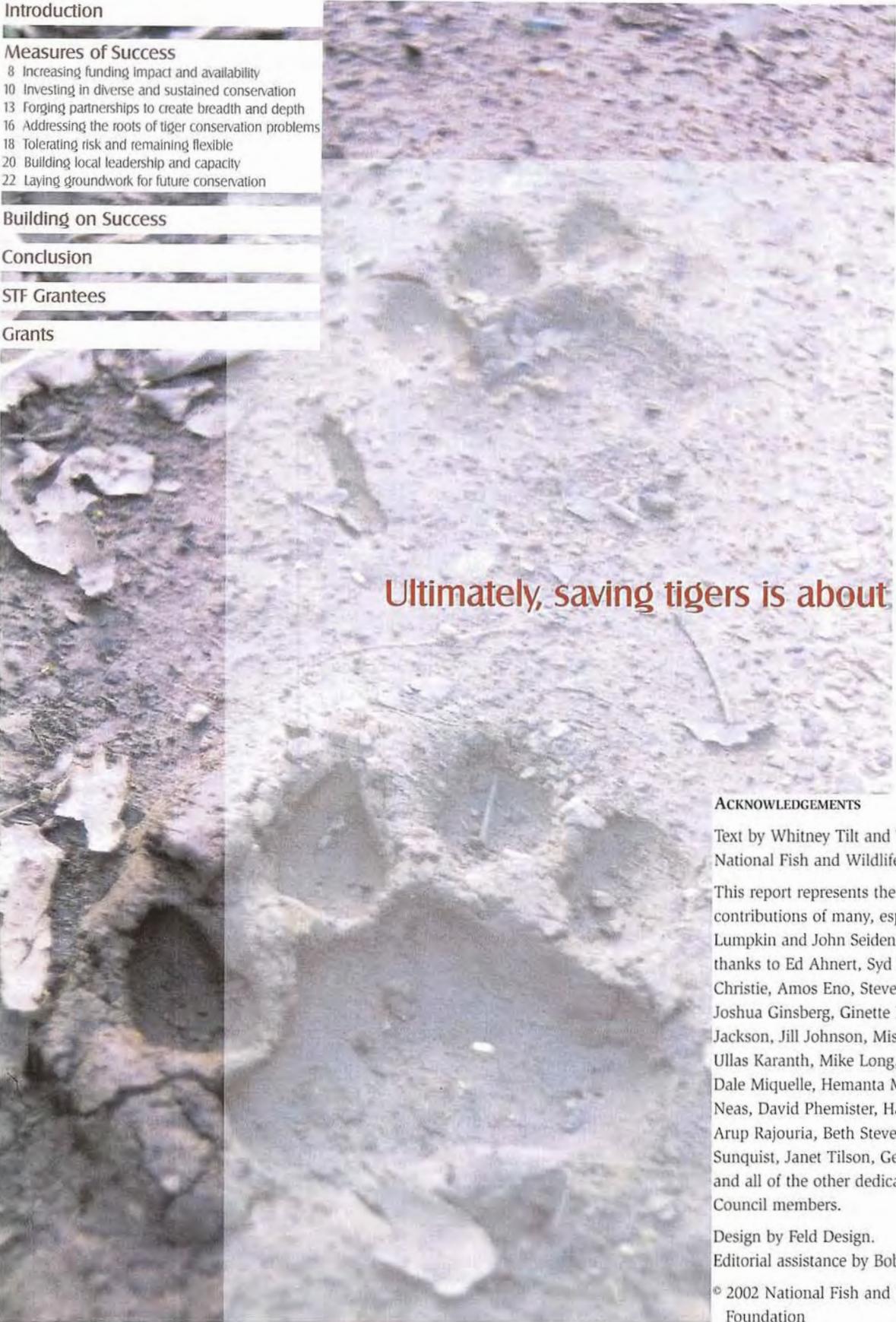
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Ultimately, saving tigers is about people.

ACKNOWLEDGEMENTS

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Photo: Harsha Reddy



Introduction

Since 1995, the *Save The Tiger Fund* (STF) has focused on building international partnerships and putting dollars on the ground for conservation of wild tigers throughout the world. The STF has sought to be an intelligent investor — supporting projects that advance science, research and conservation techniques. At the same time, the STF has realized and acted on the basic, but often overlooked, need to invest in local people who share the land with wild tigers.

Ultimately, saving tigers is about people. Humans and tigers are neighbors and it can be a relationship fraught with hazards for both sides. It is at once a simple truth and a complicated notion that saving Asia's remaining wild tigers requires engaging the millions of people who live near the tiger.

The challenges facing the tiger are as diverse as the many languages of the people who live near it but the reason for saving the tiger is remarkably straightforward: To preserve this keystone predator is to conserve its habitat, which in turn benefits humans and all the other species that share the same land.

Successful tiger conservation is dependent upon people who coexist with tigers understanding how saving the tiger will enhance the prospect for a more materially, emotionally and spiritually worthwhile life for themselves, their families and communities. For many people, tigers are the stuff of ancient myth and legend. They are also powerful predators who live on land that provides some of the most fertile and abundant natural resources for humans and wildlife alike. Often referred to as an umbrella species, this large carnivore ranges over vast territory that typically supports a complex web of life. Save the tiger and you save an entire landscape.

Humans and tigers are neighbors and it can be a relationship fraught with hazards for both sides.

Successful tiger conservation is dependent upon people who coexist with tigers understanding how saving the tiger will enhance the prospect for a more materially, emotionally and spiritually worthwhile life for themselves, their families and communities.



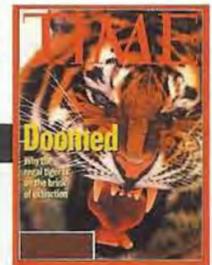
In 1995, the National Fish and Wildlife Foundation and ExxonMobil created the *Save The Tiger Fund*. The two organizations had first joined to support research on the Amur tiger in the Russian Far East in 1992.

Tigers on the Edge

In 1995, Asia's wild tigers were in alarming and widespread decline throughout their range. At the beginning of the 20th century, when William Blake immortalized the tiger in poetry and Rudyard Kipling introduced *Shere Khan* to the literary world, an estimated 100,000 tigers could be found on the Asian continent. But the ensuing decades treated the tiger no more kindly than so many other species of large predators. Human population growth and the resulting loss of habitat drove tigers from their former homes, while over-harvesting of the tiger's prey starved the cat and trophy hunting, followed by rampant poaching, took its toll (Seidensticker 1997).

Initial conservation efforts centered on restricting hunting and creating reserves, but problems for the tiger grew steadily. Three of the animal's eight subspecies were extinct by 1980. In the early 1990s, crisis flared and the possibility of species extinction seemed more than prophecy. Many conservationists and biologists — working mostly in isolation from one another and focusing their energies on tiger biology — were caught off guard by the wave of poisoning, poaching and trafficking in wild tigers and their parts. Respected biologists glumly predicted extinction by the year 2000. A 1994 *Time* cover story proclaimed that the tiger was "Doomed!" Only an estimated 5,000 to 7,000 tigers remained in all of Asia — fewer tigers on an entire continent than the number of people who live in a few city blocks of New York City or Calcutta.

ESTIMATED TIGER POPULATION IN 1994 – 1995:



In 1995, the National Fish and Wildlife Foundation and ExxonMobil created the *Save The Tiger Fund*. The two organizations had first joined to support research on the Amur tiger in the Russian Far East in 1992 but the tiger crisis of the early 1990s made it clear that something more substantial was needed. ExxonMobil committed to provide a minimum of \$5 million over five years and bring to bear its worldwide network of companies, shareholders and customers to support tigers through the STF. ExxonMobil's commitment marked one of the largest corporate financial commitments to saving a species ever made. In turn, the Foundation anted up its conservation credibility and grantsmanship. Recognizing the need for direct tiger expertise, the Foundation formed the *Save The Tiger Fund Council*, a panel of volunteer experts, to assist the Foundation in guiding the overall direction of the STF and its investments in tiger projects.

Proclaiming intent to “save” the tiger was a bold statement amidst the tiger crisis of the mid-1990s. Until the STF used its influence to encourage cooperation among tiger biologists, there was little collaborative work under way and no overall assessment of tiger conservation priorities existed. Until the STF joined with others to redouble efforts to increase investments in basic monitoring and research, no one could make more

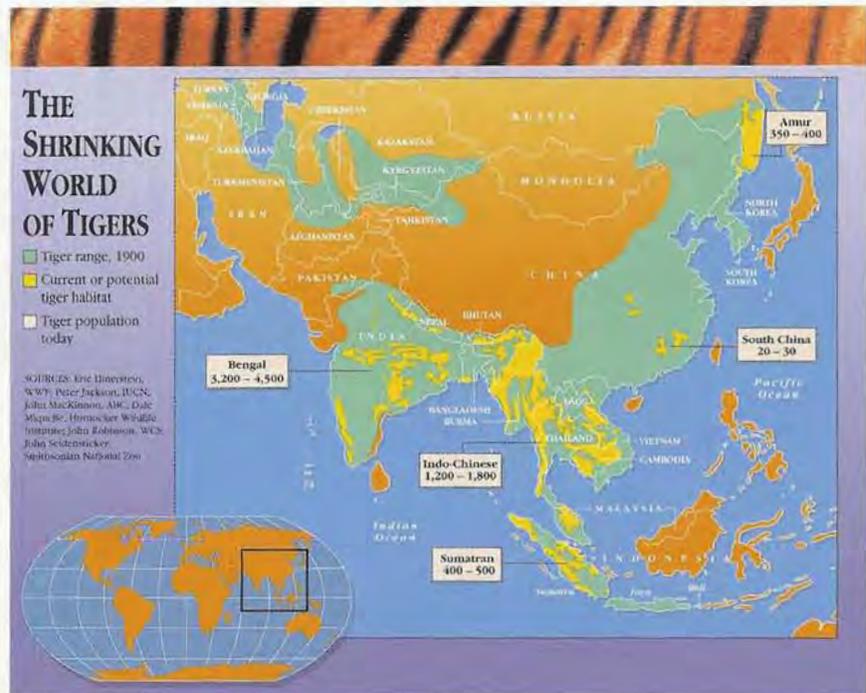
than an educated guess as to how many tigers might remain throughout Asia. The *Save The Tiger Fund's* seven-year history has marked its growth from a bold concept to a cornerstone of tiger conservation initiatives.

Calling the *Save The Tiger Fund* “catalytic” in the conservation world, Kathryn Fuller, President of World Wildlife Fund in the United States and STF partner, observed: “The Fund has encouraged non-governmental organizations to cooperate, pool resources and share the limelight; tiger experts are now talking to one another and joining forces more often, giving rise to larger landscape-level programs that are increasing the tiger’s chance for long-term survival in the wild.”

John Robinson, vice president for international conservation at the Wildlife Conservation Society is another STF partner who echoes these sentiments: “STF has managed, against all odds, to bring together the world’s tiger conservationists and all those who care about tigers and Asian conservation. The establishment of networks, the renewal of respect and intelligent discourse, are both aspects of the Fund’s work which will provide direct and indirect benefits for years to come.”

Against the odds and all predictions, wild tigers survive today. They still prowl the western Terai of India and Nepal, the mangrove swamps of Bangladesh, the untamed borderlands of Vietnam, Laos and Cambodia, and the vast boreal forests of the Russian Far East. It is neither bold nor boastful to say that the STF has played a pivotal role in helping to secure this stability.

Despite these gains, optimism must be tempered with vigilance for the tiger’s status remains tenuous and fragile. It is both an urgent and hopeful forecast to predict that the continued investment and stability of the *Save The Tiger Fund* and other similar efforts will be critical to ensuring a future for the tiger and its many human neighbors. It is a measure of the STF’s success that the present has been secured for this majestic species. And it is the National Fish and Wildlife Foundation’s belief that this unique partnership provides a genuine opportunity to create a sustainable future for wild tigers and their landscapes.



“The Fund has encouraged non-governmental organizations to cooperate, pool resources and share the limelight; tiger experts are now talking to one another and joining forces more often, giving rise to larger landscape-level programs that are increasing the tiger’s chance for long-term survival in the wild.”

Kathryn Fuller,
President, WWF-US

MEASURES OF



Success



In eight years, the *Save The Tiger Fund* has invested more than \$10.3 million in 196 projects

throughout 13 of the 14 tiger-range countries. Grants have been provided to 56 organizations in support of their tiger conservation efforts. The STF has taken a multi-layered approach to tiger conservation, providing flexible grants to tackle the diverse problems of multiple cultures and ecoregions throughout the tiger's range. These grants have varied from support to create health clinics in rural Indian villages and educational programs for schoolchildren in China to forming anti-poaching teams in Thailand and acquiring habitat in Russia.

Funding from the *Save The Tiger Fund* has been distributed across the range of conservation activities. For the period 1995-2002, investments in field study and management projects totaled \$3.8 million; nearly \$2.4 million targeted education and building awareness; \$1.8 million supported anti-poaching, conflict resolution and tiger trade reduction; \$1.6 million assisted community conservation and habitat restoration 700,000 funded conferences, publications and captive management (Figure 1).

By region, STF invested in each of the regions where the five tiger subspecies are found. These investments included \$2.53 million to projects in the Indian subcontinent, \$2.17 million to the Russian Far East, \$1.57 million to Southeast Asia, \$1.04 million to the Island of Sumatra, and nearly \$410,000 to the China region. In addition, the STF invested \$2.64

The STF has taken a multi-layered approach to tiger conservation, providing flexible grants to tackle the diverse problems of multiple cultures and ecoregions throughout the tiger's range.



million in international tiger conservation projects (Figure 2).

Conservation success does not merely reside in tabulations of numbers and project listings. Rather it lies in the thoughtful and cooperative efforts they represent. The *Save The Tiger Fund's* investments, along with the vision and commitment behind them, reinvigorated the tiger conservation community at a time of great crisis when some were tempted to give up. It also helped to revitalize tiger conservation by focusing on the human side of the equation. For 25 years, conservationists tried to save tigers by keeping people and tigers apart. Thoughtful, diversified investments by the STF have assisted conservationists as they devise ways to keep people and tigers together so both prosper in the future Asian landscape. The STF has drawn upon its Council members, ExxonMobil, and numerous conservation organizations and individuals to develop a program that:

1. Increases the impact and availability of funding for priority tiger projects.
2. Invests in a diversified and sustained conservation portfolio.
3. Forges partnerships to create new breadth and depth in tiger conservation.
4. Addresses the root of tiger conservation problems.
5. Tolerates risk and remains flexible to accommodate new opportunities.
6. Promotes conservation leadership throughout tiger range.
7. Lays the groundwork for future tiger conservation.

This report examines each of these attributes to appraise the activities of the *Save The Tiger Fund*, ascertain the conservation impact of its actions, and glean the lessons learned to apply to future activities.

Figure 1

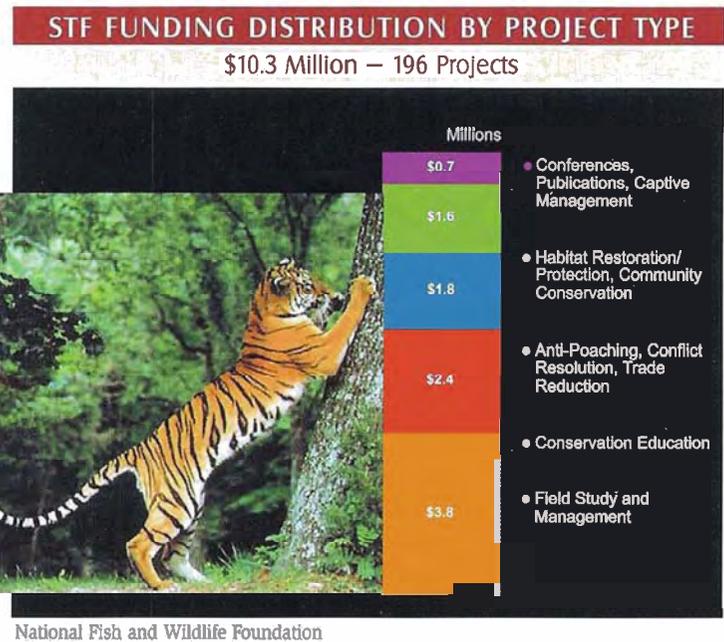
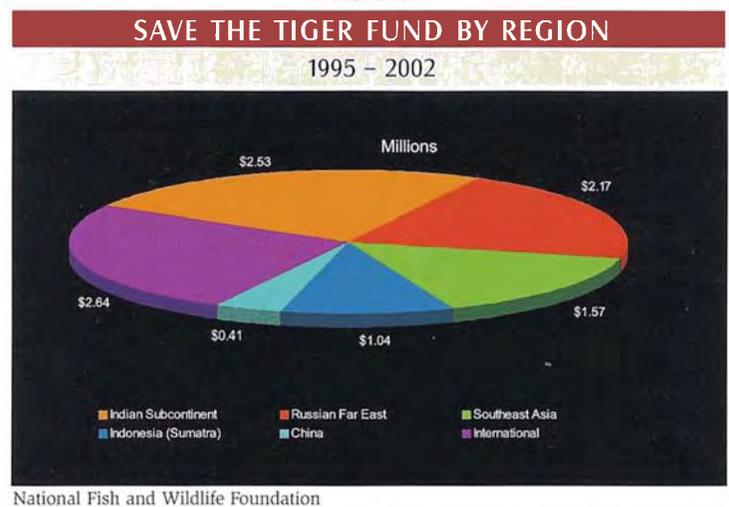


Figure 2

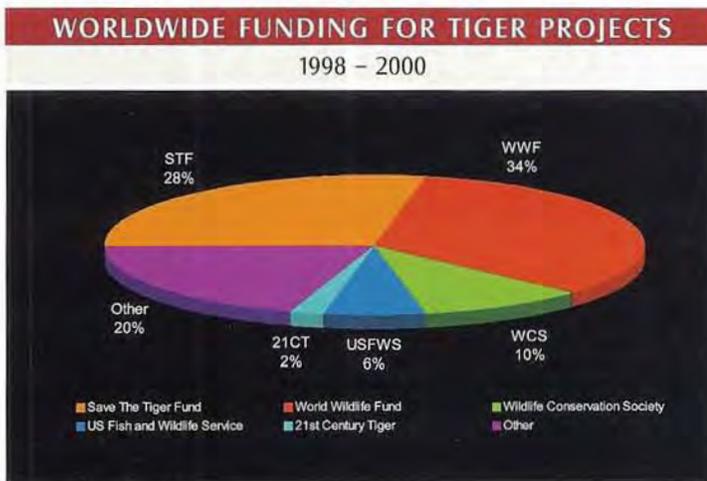


Increasing funding Impact and Availability

We've always viewed the *Save The Tiger Fund* as a venture capitalist. Because of your early support, we have been able to secure larger funding from the Global Environment Facility for our work.

Arup Rajouria, Harvard-trained economist and CEO of Nepal's King Mahendra Trust for Nature Conservation

Figure 3



Zoological Society of London

According to a study by the Zoological Society of London (Christie 2000), the *Save The Tiger Fund* provided more than 28 percent of funding for on-the-ground tiger conservation efforts during 1998 - 2000 (Figure 3). The Fund is one of the world's biggest investors in tiger conservation (Figure 4).

Long-term success, however, depends on inspiring and enabling others to help save the tiger. STF's support has become catalytic, leveraging significant additional funding for tiger conservation from institutions and individuals around the world. In one recent example, STF support to the Wildlife Foundation in Russia helped pave the way for the Global Environment Facility to award this Russian non-profit organization a \$750,000 grant. The grant will fund a four-year program to protect the Amur tiger's habitat and migration corridors. STF funding enabled planning for this new program and will co-finance the first activities.

Figure 4



Zoological Society of London

ExxonMobil's initial \$5 million pledge in 1995 has grown. Through 2002, ExxonMobil contributed \$9.25 million to the *Save The Tiger Fund*. This commitment extends from the corporation's headquarters to international subsidiaries and from local service stations to employee volunteers.

Through collaborative efforts between the National Fish and Wildlife Foundation and ExxonMobil, the STF has offered an unprecedented opportunity for public and private sectors to participate directly in the global effort to save wild tigers, raising more than \$1.7 million



Children throughout the world contribute to or benefit from investments of the *Save The Tiger Fund*.

through 2002. Special promotions and targeted international contributions from ExxonMobil marketing efforts and international Esso operations attracted \$600,000. ExxonMobil employees volunteered their time and energy for STF events and activities. Walt Disney World, Co., the Discovery Channel and other private corporations, foundations and organizations donated \$345,000. Some 20,000 individual donations have been made to the STF, totaling more than \$800,000. These gifts have ranged from a \$100,000 anonymous donation from Switzerland to \$400 raised by an elementary school bake sale in New Jersey to a \$20 check sent by an elderly woman from Wisconsin who accompanied her contribution with a handwritten elegy to the tiger. Boyfriends have honored their sweethearts with contributions, office colleagues have donated in the name of a hard-to-buy-for boss and children have sent poems and crayon drawings with their dollars.

Twice yearly the *Save The Tiger Fund* distributes 150,000 copies of its *Tiger Watch* newsletter to teachers, students, shareholders and other tiger fans throughout the world. Response to the newsletter's appeal can be poignant and heartening. Twelve-year-old Nicole Gaither of Southlake, Texas, has held four annual book sales. Using her

own tiger-striped flier to urge residents to donate books, Nicole has raised more than \$2,000 so far for STF. Sixth-grade students in Gulf Stream, Florida, raised \$102 for the STF with a raffle and meatball sale. In Phoenix, Arizona, elementary school students sold pickles for 50 cents each, raising another \$153 for the *Save The Tiger Fund*.

Finally, the National Fish and Wildlife Foundation's close cooperation with the U.S. Fish and Wildlife Service and its involvement in leveraging legal settlement funds for conservation has resulted in the payment of restitution funds from a federal investigation into tiger trafficking to the STF to support high priority projects.

In addition to raising funds and issuing grants, the *Save The Tiger Fund* is committed to accountability. Conscious of a long-standing criticism that large sums of money are raised on the back of the tiger without ever making it to the ground for tangible conservation efforts, the *Save The Tiger Fund* invests 90 percent of all contributed funds and accrued interest straight into projects. STF accounts are audited as part of the National Fish and Wildlife Foundation's annual audit.

... the *Save The Tiger Fund* invests 90 percent of all contributed funds and accrued interest straight into projects.

Table 1. Summary of Donations, 1995 – 2002*

ExxonMobil Corporate Contribution	\$9.25 million
ExxonMobil Marketing	\$599,675
Corporations & Foundations	\$325,015
Individuals	\$812,467



*Through October 2002

Investing in Diverse and Sustained Conservation

By the end of 2002, the *Save The Tiger Fund* had directed nearly \$2.2 million to the Russian Far East, making STF one of the region's largest investors in tiger conservation.

Treturn on investment and its lasting conservation impact. It is a case study of the diverse and effective conservation efforts the STF is facilitating throughout tiger range. First, a few statistics to set the tiger conservation stage:

- In the period 1990 to 1993, estimates indicated that poachers killed one-third of Russia's remaining tigers. Just 200 to 250 tigers existed in 1994. Poachers were killing tigers at a rate of 50 to 75 a year. Simple math added up to tiger extinction by the year 2000.
- Although Russian biologists were sounding the alarm, conservation groups were finding it nearly impossible to gain traction on the ground and maneuver through the political thicket of the turf wars raging among politicians and conservationists alike.

In 1992, the National Fish and Wildlife Foundation and ExxonMobil began supporting Amur tiger studies conducted by the Hornocker Wildlife Institute (now part

of the Wildlife Conservation Society) in the Russian Far East. As tiger poaching escalated, scientists working in Russia confronted the horror of seeing their study tigers killed almost in front of their eyes. If they were ever to learn about tiger ecology, they would have to address the complicated issue of demand for tiger parts. With the creation of the *Save The Tiger Fund*, the investments in the Amur region increased and gained greater focus.

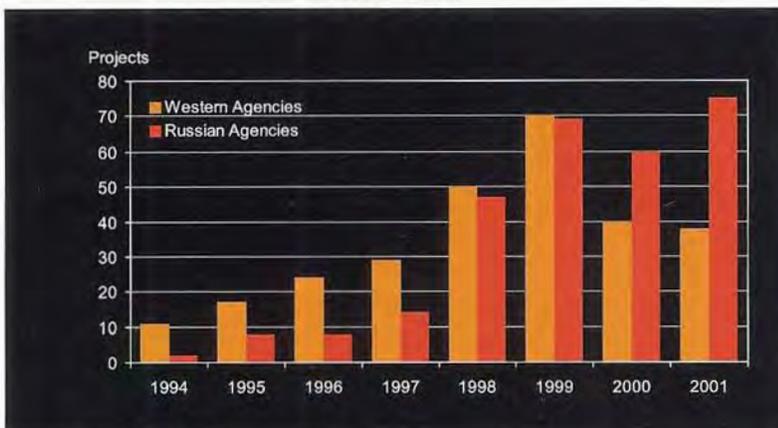
The STF continued its support of the Hornocker Institute, believing it had the strongest connections with Russian scientists and the most experience tracking and monitoring tigers. In addition, the *Save The Tiger Fund* branched out, awarding a grant to a relatively obscure operative in the conservation community, Steve Galster of Global Survival Network (now WildAid). Galster had managed to gain local buy-in for aggressive anti-poaching teams. The STF also invested dollars for land acquisition, expanding the boundaries of Sikhotealin Reserve at the core of prime tiger habitat in the region. The STF further supported local publications and community outreach programs such as Zov Taigi, which created educational programs for school children and forest communities most affected by tigers. The STF underwrote its grantees to reach out and cultivate local leadership and build local capacity as an integral part of project design. Finally, the STF worked to encourage partnerships among all of these groups and the people and governments they targeted.

By the end of 2002, the *Save The Tiger*

Figure 5

AGENCIES INVOLVED IN RUSSIAN TIGER PROJECTS

1994 – 2001

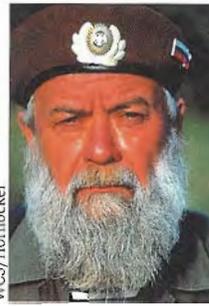


Zoological Society of London

Phoenix Fund



WCS/Hornocker



Fund had directed nearly \$2.2 million to the Russian Far East, making STF one of the region’s largest investors in tiger conservation. Central to this support was a conscious effort to diversify grant commitments, attempting to pinpoint what Council Chairman John Seidensticker labels as the “Four C’s” — carnivores, connections, core habitats and community support. Absent diligent and adaptive attention to each of these critical components, conservation efforts in the Russian Far East and elsewhere are ultimately doomed to failure.

Konrad Wothe/Minden Pictures



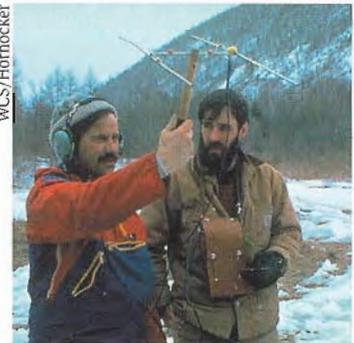
Today, STF’s Russian Far East portfolio includes:

- The Hornocker Wildlife Institute/WCS has undertaken solid, biology-based conservation projects. The work has broadened to include an intimate working relationship with preeminent Russian biologists throughout the region. Collectively, these scientists have one of the most comprehensive understandings of tiger behavior in all of the tiger’s range.
- Operation Amba, the Russian anti-poaching teams, has convinced former poachers to cross the line and work to protect tigers from the guns, snares and poisons of other poachers. In the period 1996 to 2000, tiger poaching is estimated to have fallen by 60 percent, and many credit Operation Amba with saving the Amur tiger from extinction. Understanding the price for complacency, Operation Amba and its partners recently stepped up patrols and arrested an aggressive poaching ring in an undercover sting

operation. WildAid is working to expand the Operation Amba model to create new anti-poaching projects in Cambodia, Myanmar, Thailand, and Sumatra with STF support.

- Carrying the investment formula to its logical conclusion, Dale Miquelle of the Hornocker Wildlife Institute/WCS worked with Steve Galster of WildAid to help the anti-poaching teams set up their own local organization, the Phoenix Fund, and transfer the anti-poaching project into the hands of Russians. The *Save The Tiger Fund* continues to support the Phoenix Fund and is working to help it expand its own fund-raising capabilities as it moves toward becoming a self-sustaining, locally driven program that will endure without foreign assistance. As illustrated in Figure 5, since the launch of the STF, the number of agencies involved in tiger conservation has increased significantly, reflecting the growth of investment in

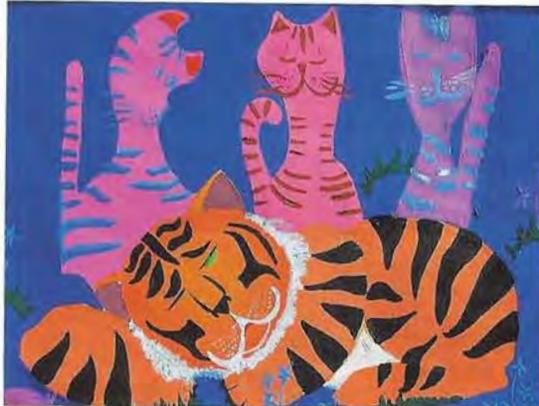
WCS/Hornocker



Aggressive anti-poaching work on behalf of the tiger by teams of government rangers, biologists and NGOs has stabilized the tiger population in Russia. Vladimir I. Schetinin (top right) has been a leader in these efforts for more than a decade.

"Much of our work would simply not be possible without the support of the *Save The Tiger Fund.*"

Dale Miquelle,
WCS



The annual Tiger Day Festival in Vladivostok engages the entire community in the cause for tigers in Russia.



All photos, Phoenix Fund

Russian-based institutions and local leadership.

- Zov Taigi continues sponsorship of photo and art contests and production of public service announcements and a twice-monthly, 20-minute TV series that reaches 50,000

viewers. The group has translated some 100 tiger articles into Russian and English, making them available in government archives as well as on Zov Taigi's sophisticated Web site. The efforts of this group to educate local Russian forest communities and reduce human/tiger conflicts have touched thousands of rural schoolchildren in tiger-range villages. Entire communities draw together each year to celebrate the tiger in events such as a Tiger Day parade in Vladivostok.

By mid-2002, the wild tiger population of the Russian Far East was holding steady at 400-plus animals. Official Russian Federation customs data show that the volume of illegal contraband produced for the Chinese market (tiger skins, bones and derivatives) had decreased dramatically and the Russian Federation special forces anti-poaching team claimed that tiger poaching had been reduced by more than

60 percent. The tiger conservation measures in the Russian Far East are considered among the most successful throughout tiger range. STF's continuing support for consistent research and monitoring efforts also ensures that relative changes in the tiger population, whether due to climatic conditions or human activities, will be better understood and will enable effective management strategies.

"Much of our work would simply not be possible without the support of the *Save The Tiger Fund.*" says Dale Miquelle, a Russia-based biologist with WCS. "The Fund has been a guiding force in tiger conservation at a critical juncture in the worldwide conservation movement. In providing support for tiger conservation, the Fund has become a key player in the overall conservation of Asia's biodiversity."

Forging Partnerships to Create Breadth and Depth

The *Save The Tiger Fund's* strength, like that of the tiger itself, lies in its sure-footed ability to cover ground, adapt to new opportunity, and scale new heights for conservation.

John Berry, Executive Director, National Fish and Wildlife Foundation

Partnerships are a central tenet of the *Save The Tiger Fund*. Like its founding partner, the National Fish and Wildlife Foundation, the STF is committed to bringing conservation interests to the table to collaborate and create a growing impetus for tiger conservation.

With the initial \$5 million commitment from ExxonMobil in 1995, the National Fish and Wildlife Foundation and the Council surveyed the tiger problem and were astonished to find that no assessment of tiger populations and habitats existed under a single cover. Assuming sound tiger conservation must be based on good information, how could the STF hope to fund priority tiger conservation if no analysis of needs existed? At the request of the *Save The Tiger Fund*, World Wildlife Fund and the Wildlife Conservation Society agreed to jointly produce the first range-wide assessment, mapping habitat, tiger occupancy, spatial relationships and threats. Published in 1997, *A Framework for Identifying High Priority Areas and Actions for Conservation of Tigers in the Wild* combined the strengths of good science and collaboration (Dinerstein *et al.* 1997).

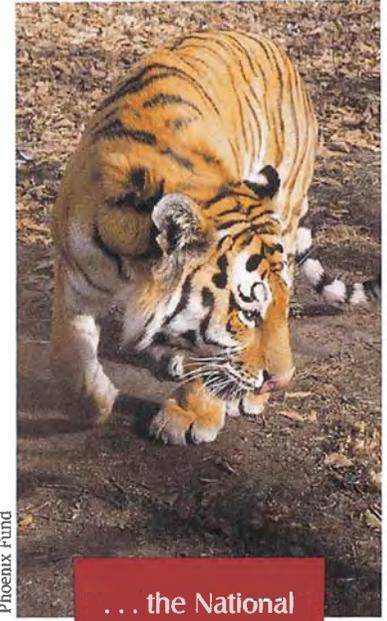
"It was a religious experience, seeing those maps for the first time," recalls STF Council Chairman John Seidensticker,

who is senior curator at the Smithsonian National Zoological Park. "Here was the big picture, spread out before us, leading us into the future."

For the first time, tiger researchers around the world had a reference, a catechism, on which to analyze the opportunities and barriers for the future of wild tigers.

The STF has played a central role in fostering the sharing of information, beginning with a 1997 Zoological Society of London tiger conference and the Year of the Tiger Conference held in 1998. Following on the heels of the London gathering, STF Council members John Seidensticker and Peter Jackson worked with the London Zoological Society's Sarah Christie to synthesize the proceedings into a coherent vision that translated the many different languages used in tiger conservation into the language of conservation biology. *Riding the Tiger* (Seidensticker *et al.* 1999) has become the primer for tiger conservation.

Taking advantage of the momentum of the London conference as well as the timing of the Chinese calendar, the Year of the Tiger Conference in 1998 marked the largest meeting of tiger conservationists ever assembled. Sponsored by the STF and ExxonMobil, the conference drew representatives from 13 of the 14 tiger-range countries, along with their colleagues from the United States,



... the National Fish and Wildlife Foundation and the Council surveyed the tiger problem and were astonished to find that no assessment of tiger populations and habitats existed under a single cover.



Logo, Paul Jackson



The University of Missouri is working with STF to support tiger conservation and to build a model program to engage other tiger-mascot universities.

University of Missouri



Partnerships fueled by the Save The Tiger Fund have expanded well beyond the scientific community.

Canada and Europe. For the first time, conservation groups with an interest in saving tigers came to a consensus on a vision for a realistic future for wild tigers. STF subsequently published *Securing a Future for the World's Wild Tigers* (Tilson et al. 2000), which provides a summary of the Year of the Tiger Conference's vision.

Conservation planning did not end with the hosting of two major meetings but radiated to tiger range. Countries previously wrought with political, economic and social strife have begun to realize the significance of the tiger and its role in biologically diverse ecosystems. Many have solicited guidance and support from experienced organizations in this field. The STF has consistently supported tiger action planning from the national level in countries such as Myanmar (formerly Burma) to more regionally specific plans for areas such as the Virachay region of Cambodia.

Partnerships fueled by the *Save The Tiger Fund* have expanded well beyond the scientific community. A partnership with the Minnesota Zoo Foundation offers one-stop tiger information geared to young and

old alike through the World Wide Web. The *Stigers.org* web site attracts more than 5 million "hits" per month, or an average of 20,000 page views per day. Among other accolades, the Electric Schoolhouse Digital Library named *Stigers.org* a five-star site and the Education Index, a guide to the best educational Internet sites, named it "an outstanding educational resource."

In 1996, National Geographic *World* magazine joined ExxonMobil and the STF to sponsor a Save The Tiger poster contest that drew 3,100 entries. "Kids love cats," said *World* magazine's Eleanor Shanahan, "and they love to help endangered species." Another joint project with National Geographic produced *Habitats: Realm of the Tiger*, a comprehensive teaching kit for middle school teachers that has reached thousands of school children in at least 6,500 classrooms in the United States.

The *Save The Tiger Fund* has touched untold other tiger lovers in the United States through special exhibits at the Smithsonian's National Zoo and Museum of Natural History, an American Zoo and Aquarium Association traveling exhibit, and special Zoo Day events in Baton Rouge, Houston, Washington, D.C., Memphis, New York, Philadelphia and San Francisco.

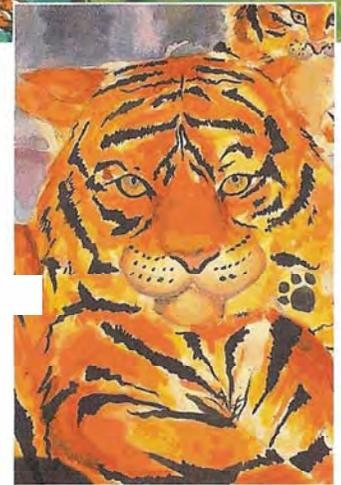
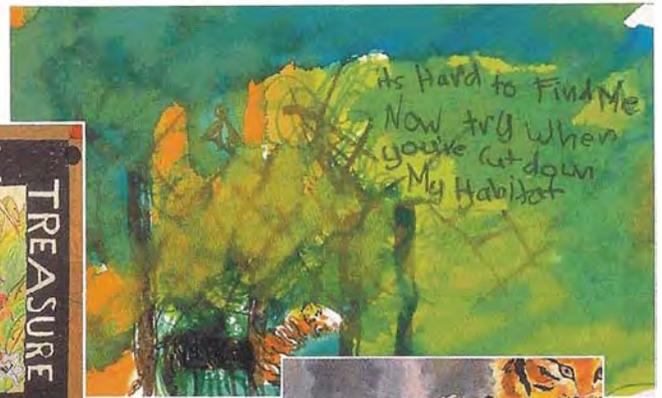
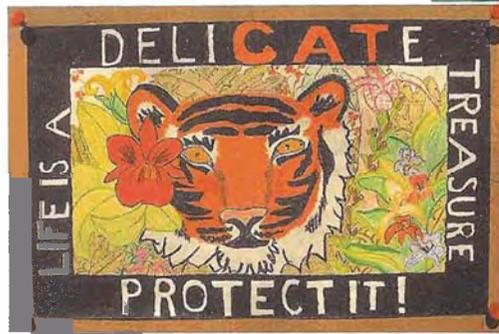
The educational outreach and innovative partnerships also touch the upper rungs of academia. In 2001, the University of Missouri joined the *Save The Tiger Fund* to create a model tiger-mascot program aimed at reaching the 68 U.S. colleges and universities that carry the tiger banner over their athletic programs. This is the first sus-

tained effort by a university to put money and educational efforts from a tiger-mascot program directly into on-the-ground tiger conservation.

“We want there to be wild tigers as long as there are Mizzou Tigers,” said Chancellor Richard Wallace of the University of Missouri. He added that the STF “brings great credibility to the table, years of commitment and expertise, established and respected relationships in tiger-range countries, the potential for greater leverage of our own resources and a passion for conservation that we want to pass on to our students.”

In 1998, the famed illusionists, Siegfried & Roy joined the STF in its conservation mission. Siegfried & Roy have long used their signature white tigers and popular Las Vegas act to serve as ambassadors for the wild tiger in Asia. “As powerful as tigers are, they need our help,” said Roy. “It would be a tragedy if this magnificent creature were to vanish from the earth.”

Such high-profile partnerships have added significantly to STF's education mission. Following the announcement of the *Save The Tiger Fund* partnership with Siegfried & Roy in May 1999, the ensuing media campaign reached an international audience of more than 70 million. Siegfried & Roy were featured in one of the five television commercials ExxonMobil has produced and aired nationally on behalf of STF. Part of a sustained media campaign supported by ExxonMobil, these TV commercials have broadcast the message about the plight of the endangered tiger to mil-



lions of American viewers. In addition, independent reports on the work of the STF have been featured in *Parade Magazine*, the *New York Times*, the *Baltimore Sun*, the *Kansas City Star*, CNN, the Today Show, network radio and television, as well as a special PBS production of “The Visionaries.” Overall, extensive national and international media coverage of the *Save the Tiger Fund* has reached populations throughout the U.S., Russia, Europe and Asia.

Lastly, the *Save The Tiger Fund* has become emblematic of corporate environmental stewardship, leadership and responsibility. In a January 2001 article on corporate philanthropy, *Worth* magazine identified the *Save The Tiger Fund* as a notable example of ExxonMobil’s charitable efforts.

The results-driven and accountable work of the STF and the National Fish and Wildlife Foundation has built a solid reservoir of good will and created the capacity to expand this public/private partnership to higher levels of international visibility. Observes Edward Ahnert, President of the ExxonMobil Foundation: “The National Fish and Wildlife Foundation provides a forum where business, government and non-profit organizations can work together harmoniously on conservation projects. By acknowledging that human activity and preservation of the environment have to co-exist, it operates in an area of shared values and on strong middle ground.”

“The National Fish and Wildlife Foundation provides a forum where business, government and non-profit organizations can work together harmoniously on conservation projects.”

Edward Ahnert,
President,
ExxonMobil Foundation

Addressing the Roots of Tiger Conservation Problems

If the demand for tigers and their parts continues, so will the poaching. The solution lies in making live tigers worth more than the sum of their parts.

An abiding belief in a tiger's power to protect and cure is as ancient as Asia itself.

Often revered as gods, tigers occupy a central place in the myth and medicine of traditional Asian culture. Images of tigers guard homes and temples from evil while tiger parts, when eaten, applied or worn, are believed to treat ailments, confer courage and even immunize against snakebite and bullets. But wild tigers and stockpiles of tiger bones have been largely depleted in the past two decades. If the demand for tigers and their parts continues, so will the poaching. The solution lies in making live tigers worth more than the sum of their parts.

Responding to this critical issue, the *Save The Tiger Fund* supported groundbreaking research by WWF and TRAFFIC resulting in the report *Far From a Cure: The Tiger Trade Revisited* (Nowell 2000). The report followed an earlier look at the black market by STF Council Member Peter Jackson and Judy Mills. Their combined efforts form the analytical backbone of ongoing work aimed at arresting tiger bone consumption from Shanghai to San Francisco and beyond.

"The Fund had the foresight to fund these efforts well before they were embraced by the conservation community as a whole, and significant progress continues as a result,"

observes Ginette Hemley, vice president for species conservation at WWF-US.

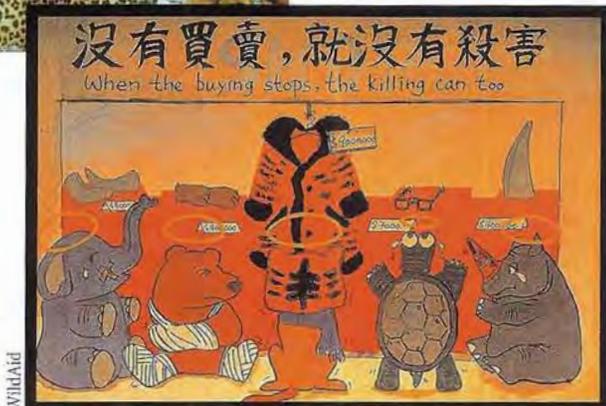
Other examples of STF-supported projects directed at tiger trade include:

- WWF and TRAFFIC continue to work with traditional Chinese medicine communities to educate practitioners and endorse medical substitutes for tiger derivatives. The approach — concern tempered with respect for traditional Asian cultural practices — has made the first serious inroads to reducing medicinal demand for tiger parts.
- In China and other Southeast Asian markets, STF is supporting WildAid's efforts to target the region's general population through the popular media. It has enlisted the backing of such Asian celebrities as actor Jackie Chan to produce commercials and public service announcements that reach millions of people through popular Asian television networks.
- In the United States, recent investigations have uncovered a surprising market for tiger pelts and other parts fueled by a variety of market forces including unscrupulous trophy hunters and the ongoing demand for traditional Asian medicine with tiger derivatives. (USFWS, personal communication to the STF). Court-ordered restitution funds resulting from related prosecutions have been directed to the STF for trade-related projects.

Another issue at the root of tiger conservation is the simple need to build awareness and garner support in Asian



World Wildlife Fund



WildAid



Tigers live high up in the Himalayas of Bhutan where the government has pledged to save large areas of habitat both for tigers and the Bhutanese people.

regions that fall outside the historical focal points of mainstream conservation efforts. Conservationists face stiff challenges when working with countries whose past and present political instability deeply cloud the ability to focus on tiger conservation. Be it Russia, Indonesia or Myanmar, the STF awards grants to support a wide range of tiger research and conservation efforts in these countries, focusing on building capacity and commitment from within.

In Sumatra, for example, a tiger team fielded by Fauna and Flora International is working amid the dangers of disease, isolation, poachers and the difficulties of mediating the often-deadly results of conflicts between tigers and neighboring villagers in Kerinci Seblat. Even given the difficulties, the organization and its conservation partners are hopeful about the tiger's future.

"Before we started our work, the government did not believe the park was an important conservation area for tigers and other wildlife," said WCS biologists Margaret Kinnaird and Tim O'Brien, who work in another Sumatran national park, Bukit Barisan. "Now we believe it may harbor some of the largest remaining populations of tigers, rhinos and elephants in Sumatra. STF provides significant and very flexible grants that allow us to put young Indonesians into the field, provide on-the-job training and in doing so, boost capacity and build professionalism."

The *Save The Tiger Fund* continues to focus on the consistent, root problems of tiger conservation even as it expands its investments into new tiger-range countries.

- Two STF grants in Bhutan, for instance, have allowed this small, Buddhist kingdom in the Himalayas to undertake its first ever survey of tigers. Remarkably, scientists have found evidence of an even richer tiger population than they had previously estimated. Most recently, the surveyor's camera traps snapped photos of a wild tiger at the highest elevation tigers have been known to exist, offering new possibilities in considering suitable habitat for tigers.
- The STF made its first grant ever in Vietnam in 2000, supporting a project by the Bach Ma National Park staff to monitor tiger and prey density and movement within the Park and its buffer areas in order to collect baseline data on tiger populations and trends. Until recently, political strife and unchecked poaching in Vietnam had made it difficult for many conservation groups to work in the region.
- A similar challenge persists in Bangladesh, where tigers are being lost to poaching at alarming rates and human-tiger conflicts remain frequent. Straddling the border between India and Bangladesh, the Sunderbans is an area of international importance for tiger conservation as it harbors the last remaining mangrove forest ecosystem in all of tiger range. STF awarded its first grant in this critical region in 2001. Most recently, STF has been able to further expand its investments throughout tiger range by supporting the Wildlife Conservation Society in northeastern Laos, where WCS is gathering baseline data on the status of tigers and their prey in an effort to help the country develop a tiger management plan.

**The Save
The Tiger Fund**
continues to focus on the consistent, root problems of tiger conservation even as it expands its investments into new tiger-range countries.



Tolerating Risk and Remaining flexible

"Please know how much the STF has affected me. The contribution I could make at the time was sincere but small. However, the motivation to continue the good work is still very much alive within me. I strive to repay the trust the Save The Tiger Fund put in me by staying active in the tiger cause."

Harsha Reddy
STF grantee

The Save The Tiger Fund Council has made it clear that the STF needs to include grants to the unknown and the untested in its portfolio. Like the National Fish and Wildlife Foundation's Board of Directors, the Council has stressed a willingness to consider small and non-traditional grants because a project's conservation value is unrelated to its price, and the line between innovation and speculation is often indiscernible at first glance.

For example, in 1998, the STF took a chance on a young Indian graduate student who wanted to work in a largely unstudied tiger reserve in central India. Harsha Reddy took the first tiger photographs in the area and undertook the challenging, and often frustrating, task of working with local villagers who lost livestock to tigers. Presently, Reddy is a medical student at Harvard University with plans to go back to India as a doctor and continue the fight to save wild tigers.



World Wildlife Fund

“Please know how much the STF has affected me,” Reddy writes. “The contribution I could make at the time was sincere but small. However, the motivation to continue the good work is still very much alive within me. I strive to repay the trust the *Save The Tiger Fund* put in me by staying active in the tiger cause.”

Like Reddy’s study area, Asia holds a number of areas that appear to be suitable habitat for tigers but the requisite research has yet to be conducted. A look at the WWF/WCS Assessment map suggests that the northern tier of Myanmar should be a key area for tigers. With the *Save The Tiger Fund*’s support, WCS was able to successfully make inroads into the political quagmire of Myanmar in order to conduct the first serious status appraisal of tigers. Sadly, the survey results suggest “empty forest syndrome”, where few tigers and other wildlife remain in the potentially rich habitats there. The knowledge, however disappointing, is vital and similar scientific assessments of the baseline biological data are invaluable to conservationists as they set priorities for future conservation investments. In addition, while biologists are working with Myanmar’s government to protect the country’s few remaining tigers, they also are considering the possibility of making the first serious efforts at tiger reintroduction in Myanmar’s vast forested landscape.

Innovative technologies have greatly enhanced field-



All photos, Harsha Reddy



A young student, Harsha Reddy, studied tigers and helped villagers who lost livestock to tigers in India’s Andhra Pradesh area.



work over the years, with camera “traps” one obvious example. Use of infrared activated cameras has greatly aided tiger identification and enhanced census work in India and Southeast Asia. This technique is not as effective, however, in the vastness of the Russian Far East where tiger habitat is too large to be effectively covered by camera traps. The potential of training dogs to find scats and identify individual tiger scents as a method for tiger census was proposed for STF funding. It is an unproven technique for tigers, but the Foundation has previous experience with similar methods used successfully for large carnivores in the United States. STF worked with the Russian scent-dog researchers to more fully develop the proposal, have it peer-reviewed, and, ultimately, provided necessary funding to test the technique in 2001.

Tracy Frish

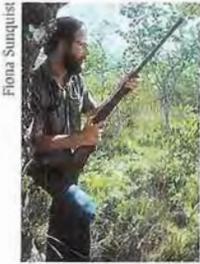


All other photos, WCS



Innovative technologies have greatly enhanced fieldwork over the years, with camera “traps” one obvious example. Use of infrared activated cameras has greatly aided tiger identification and enhanced census work in India and Southeast Asia.

Tiger Wallahs offer leadership that spans decades and generations.



Fiona Sunquist
Mel Sunquist has tracked and studied wild tigers for decades.



Susan Lumpkin
John Seidensticker has made tigers his life's work.



Up-and-coming leaders: Shant Raj Jnawali and Harish Guleria.

Building Local Leadership and Capacity

"Tiger Wallahs" is a term of respect for the tiger men who have devoted their lives over the past century to the struggle to save the tiger from extinction. "They all share certain qualities — courage, independence and territoriality among them — and all of them are as remarkable in their way as the magnificent animals for whose survival they have risked, and sometimes lost, everything," says noted author and STF Council member Geoffrey Ward (Ward and Ward, 1993).

The *Save The Tiger Fund* is fortunate to have benefited from the hard work and counsel of several Tiger Wallahs who sit on its Council and serve as its advisors. From the start, they have emphasized the critical need to build local capacity and train the next generation of young men and women to carry on the future of tiger conservation.

Along the Terai Arc, a fragmented strip of forest and tall grasslands strung between the base of the Himalayas and the densely populated Ganges Plain, the King Mahendra Trust for Nature Conservation in Nepal has successfully engaged local communities in tiger conservation and environmental stewardship. STF Council member Hemanta Mishra recognized that without the support of local people, tigers and their habitat would be lost. Mishra was founding secretary of the King Mahendra Trust, which focuses on making conservation a way to improve human life in the Chitwan Valley and throughout Nepal.

In Malaysia, the STF is actively working to increase the capacity of the wildlife department and enhance the agency's ability to plan and implement tiger conservation activities. STF Council member Mohammed Khan has long been a recognized leader of Malaysian conservation. He has helped the *Save The Tiger Fund* understand the importance of supporting leaders and building capacity in Malaysia. Similar leadership is found in neighboring Indonesia where STF supports three different groups on the ground. As one of Indonesia's foremost conservation leaders, Council member Effendy Sumardja understands the crucial importance of building capacity and investing in people as conservation leaders firsthand.

In Cambodia, where years of border wars have created a hostile, nearly impenetrable terrain, researchers have made their way into its trans-boundary forests and found evidence of a robust tiger popu-



Christen Wenner
More than 20 years ago Hemanta Mishra, standing center, trained young rangers in Nepal.

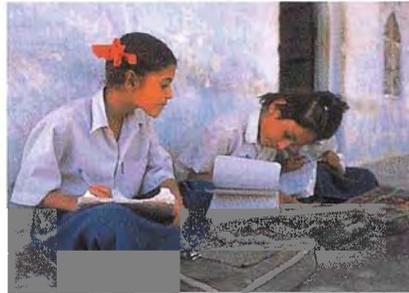




lation as well as a rich diversity of other plants and animals. A small grant from the STF allowed university student Sun Hean to get involved in the early exploration, paving the way to his current role as a Cambodian conservation leader who is making a difference for tigers in what is fast becoming a key conservation area known for its unique biodiversity. STF support in Cambodian conservation projects also has fostered collaborative partnerships between researchers, conservationists, local citizens and Cambodian officials in an area that requires continued energies to build political and social structure and support for conservation.

Since 1996, the *Save The Tiger Fund* has supported a small, community-based project surrounding India's Ranthambhore National Park. Some 200,000 people live in the 74 villages that lie within a three-mile radius of the park with predictable impacts on the "buffer zone" that once separated park and people. In response to this problem, the Prakratik Society is engaging local villagers in tiger conservation through a health clinic, a "green" school with conservation curriculum, reforestation projects and other community outreach. Dr. Goverdhan Singh Rathore has this to say of his work for Prakratik: "We're like missionaries. We cure people and convert them." Rathore's religion is tigers, trees and the Park.

Rathore exhorts his grateful patients to report tiger poachers, to plant trees and to practice family planning to ease population growth around the park. He is an evangelist for tree plantations and there is at least



All photos, Michael Coyne/Blackstar

one plantation in each of the 40 villages he works in. But it has been an uphill battle stretching more than six years to achieve this. It is difficult to persuade people to plant trees that take several years to yield fuel or fodder when both are available in the park. "You have to change a mindset," Rathore says with more than a hint that he is prepared to do just that.

Most recently, with support from STF, Rathore has undertaken an ambitious education project, creating a new primary school that implements a "green" curriculum within all of its academic areas. Led by talented, visionary instructors, the school has met with enthusiastic response as it has embraced students of all socio-economic strata, offering scholarships to needy children from neighboring communities.

These and other Tiger Wallahs are at the very root of the STF's efforts. Their selfless and voluntary contributions are at the heart of the *Save The Tiger Fund's* success. The Foundation also recognizes all its Council members for their invaluable contributions to the shaping and operation of the STF.

The Prakratik Society is engaging local villagers in tiger conservation through a health clinic, a "green" school with conservation curriculum, reforestation projects and other community outreach.





Laying Groundwork for future Conservation

The bottom line is not about saving the world, but about how we can fit into this world more fully with our fellow species intact. The *Save The Tiger Fund* is committed to making tigers star in efforts to implement actions that enable people to live in balance with natural resources.

STF Council Chairman John Seidensticker

Investing in the Terai Arc is one of STF's ongoing landscape-level conservation priorities.

Several geographic areas within tiger range have the potential to serve as prototypes for community-based conservation programs with direct benefits for tiger conservation on a large scale that extends well beyond single tiger reserves. One such project hinges on Nepal's Royal Chitwan National Park. The Park anchors the eastern end of the Terai Arc, a 1,000-mile green ribbon of forest and tall grassland stretched along the base of the outer ranges of the Himalayas. The Terai is not only excellent tiger habitat, but is also home to leopards, sloth bears, Asian elephants and greater one-horned rhinoceros. But in the last 50 years, people have cut through the ribbon and frayed the Terai's edges to meet needs for land, food, fuel and fodder.

scape-level conservation priorities. Between 1995 and 2002, STF invested more than \$1.3 million in 17 grants throughout the Terai of India and Nepal. Today, the *Save The Tiger Fund* is building on these earlier investments to join in partnership with WWF as it launches a multi-million-dollar, multi-year project in the Terai to create a vast, forested corridor that will provide a sustainable future for tigers.

Once a royal hunting reserve, Chitwan was established as a national park in 1973 to protect the tigers, rhinos and other species that were rapidly declining as people in search of new land replaced and degraded the habitat. The study and monitoring of tigers and other species began immediately, with the Nepal-Smithsonian Tiger Ecology Project, and has continued without interruption to this day. The park is renowned as a tourist destination, attracting more visitors than any other park in Nepal. Early on, park leaders also recognized the importance of local support and permitted

villagers living in the park to collect thatch grass essential for roofing their homes. This helped to reduce resentment at the loss of access to other natural resources.

Fortunately, the damage is not complete nor irrevocable. Investing in the Terai Arc is one of STF's ongoing land-





Still, problems remained. As the local population grew, the park became the only source of firewood for many local people and the temptation to graze cattle there was great. Poaching exacted an increasing toll with poachers taking both tigers and rhinos in large numbers. Except for that, villagers received little benefit from the park with only a trickle of income from tourism finding its way to the local populace. And, like parks throughout the world, Chitwan is too small to support tigers and other wildlife solely within its boundaries. If tigers were to survive, people would have to make room for them outside the Park's boundaries.

Today, Chitwan National Park is emerging as a positive feature in the local landscape. Tiger and rhino numbers are increasing and new forest habitat is being added at the edge of the park. Local people are becoming guardians of wildlife and wildlife habitat. New economic incentives are in place giving villagers a direct stake in the park with one-third to one-half of all revenues from park entrance fees to be returned to villages in the surrounding buffer zone to use for community development. Equally important are events in the buffer zone itself, where nearly 300,000 people live in 36 villages still largely dependent on the forest for firewood and fodder. After years of destroying the tiger's habitat, people are now creating and managing it.

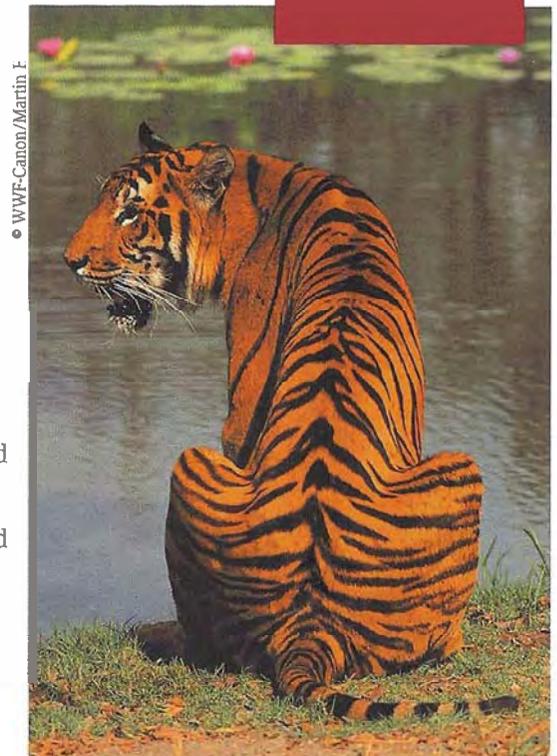
Community forest user's groups and non-governmental organizations like the King Mahendra Trust for Nature Conservation are working village by village to help peo-

ple reforest degraded lands with grasses and fast-growing trees that provide a sustainable harvest of firewood and fodder in the short term, and other trees, such as rosewood, that will provide earnings over the long term. After just a few years, it is difficult to distinguish between the "new" community forests and the forest at the center of the park. Meanwhile, with watchmen hired from the local community, poaching of tigers and rhinos has been drastically reduced in the neighborhood of the community forests. According to Arun Rijal, information officer with the King Mahendra Trust, "Every village wants to get involved now; we can't keep up with the demand for assistance."

As the community forestry project expands, another challenge is to create habitat links between the restored forest plots and other forest blocks in the buffer zone so tigers can move through the larger landscape. STF is also supporting surveys in other parts of Nepal to find additional places where tiger habitat can be restored with local participation. Finally, conservationists from other parts of the tiger's range are viewing the Chitwan experience



Tiger and rhino numbers are increasing and new forest habitat is being added at the edge of the park. Local people are becoming guardians of wildlife and wildlife habitat.



Shin Yoshino/Minden Pictures



In short, a sustainable future for the tiger lies in developing community-based conservation programs across habitat-rich landscapes like the Terai, the Western Ghats and other areas of Asia.

firsthand to see how they can apply this model to their own particular circumstances.

A second model conservation example lies amidst the moist tropical forest of southwest India. The Western Ghats forest complex rivals Chitwan for the title of world's best tiger habitat and is home to a similar richness of wildlife. Covering more than 24,000 square kilometers, the conservation landscape stretches across several protected areas, including Nagarhole National Park and Bhadra Wildlife Sanctuary. Led by Ullas Karanth of WCS, the Karnataka Tiger Conservation Project works in these areas supported in part by STF. The Karnataka project promotes community interest in tiger conservation through education programs for local students, teachers and interested adults. It further focuses on anti-poaching efforts, including training, providing park protection staff with jeeps for patrolling, and equipping front-line forest guards with insurance and new uniforms. These sorts of benefits are important

an estimated 7,500 landless people live inside the boundaries of the 644-square-kilometer Nagarhole National Park where they lack schools, health care and other basics. To meet the needs of these people for a better life, the Karnataka project is assisting in the voluntary resettlement of 250 families to land outside of the park. If this resettlement goes as expected, many more families are expected to join the exodus from Nagarhole National Park, setting an example for others on the benefits of thoughtful resettlement. Already another 230 families have voluntarily moved out of Bhadra Reserve, another protected area under Karanth's conservation projects in India's Western Ghats.

Karanth also leads efforts to rigorously monitor the numbers of tigers and prey species in his study sites so progress can be measured. He believes that "without applying good science it is impossible to evaluate whether the efforts to reverse the tiger's decline are succeeding or failing." A unique feature of the Karnataka project is that it is staffed almost entirely by volunteers. "It takes a number of committed people and that can't be bought with money," Karanth says. "Tigers are not going to be saved if local people are not involved."

In short, a sustainable future for the tiger lies in developing community-based conservation programs across habitat-rich landscapes like the Terai, the Western Ghats and other areas of Asia. Together with the other six elements for tiger conservation presented here, involving local people is critical for long-term success.



elements for men whose jobs are often lonely and dangerous.

As is the case almost everywhere in Asia, humans surround the wildlife reserves and many people actually live within them. For example,



Anuraag Jacob



Michael Coyne/Blackstar



Success

Daring ideas are like chessmen moved forward;
they may be beaten, but they may start a
winning game.

Johann Wolfgang von Goethe

In 1994, the *Time* headline was
“Doomed.” By the year 2000, a
New York Times’ headline read

“The Tiger. Improbably, It Survives.” Where the *Save The Tiger Fund* has invested intensely, the tiger’s population is considered stable today. As the STF looks forward, it is positioned to help secure a long-lasting future for tigers. This prophecy will require an increased commitment to habitat restoration linked with community involvement on landscape levels, ongoing anti-poaching efforts and sustained underwriting of capacity building and public education.

Anchored by the continued partnership of the National Fish and Wildlife Foundation and ExxonMobil, the STF will focus increasingly on human infrastructure; entrepreneurial enterprises in tiger ranges; and leadership, education and training. The future calls for investments in people and projects that link tiger conservation to the uplifting of rural communities in terms of economy, health and education. The results will be worth the effort. For example, it is optimistic, but certainly plausible, to set a goal of a doubled tiger population in the Russian Far East and in Nepal over the next 10 years.

The formula that will mark the future path of the *Save The Tiger Fund* will continue to be built upon the measures of success outlined in this report, honed and strengthened by vital lessons learned throughout the

Where the *Save The Tiger Fund* has invested intensely, the tiger’s population is considered stable today.



Getty Images



"We must invest in conservation solutions that bring smiles and laughter, not frowns and tears."

Hemanta Mishra,
STF Council member

STF's involvement in tiger conservation. In part, lessons learned to date include:

The tried and true. Building partnerships, expanding to include new areas and communities, and leveraging capital and capacity to broaden the scope of projects are powerful factors that increase the impact and likelihood of long-term success. Maintaining flexibility to move quickly, take risks and continually adjust the approach to meet new challenges is critical as well.

Increased investment stream. There is no shortage of valuable projects worthy of investment. Utilizing the good will and brand identification of the *Save The Tiger Fund* dramatically increases the available investment stream, together with the continued support of the STF's founding partners.

Good science. Good conservation is based on good science. Efforts like those in the Russian Far East to survey and monitor tiger populations and habitat characteristics provide needed data to develop and adapt management strategies. In addition, dozens of new areas need to be explored by scientists to predict their ability to support tigers over the long term.

Reduced tiger consumption. A live tiger must be worth more than a dead one. Partnerships and public awareness efforts are vital to expand this knowledge and, ultimately, help reduce the demand for tiger parts and derivatives.



Amuraag Jacob



Securing a future for wild tigers requires pressing to win the short-term skirmishes while committing to constant care and vigilance for the long term. If tigers survive, it will be because the troops – the people who live with tigers and care enough to save them – are at home.



Local support. Sustained conservation must be linked to human welfare through local guardianship programs. Preservation of wild tigers and their habitat yields greater success when efforts are linked with community-based conservation.

Think big; think bioregion. The stage is set to undertake a bold, multi-national project to link protected areas along the Nepal/India border and in other bioregions with a formula where both tigers and people benefit. Investments need to be made in ecotourism and other projects that improve human welfare as a result of tiger population growth.

Tigers as a symbol of recovery, not decline. Lack of public awareness and support is one of the biggest barriers to the future of wild tigers. Outreach efforts to build a constituency among the public and new partners to support tiger conservation are pivotal.

Conclusion

Once predicted as the date of reckoning for the wild tiger, the year 2000 has come and gone and the tiger remains. So, too, do the forest guards, biologists and communities who are working together to make the wild tiger worth more alive than dead. Equally important, the broad tiger conservation community is collaborating to make the lives of villagers from India to Malaysia to Sumatra to the Russian Far East richer and fuller for the presence of tigers. In the words of STF Council member Hemanta Mishra: “We must invest in conservation solutions that bring smiles and laughter, not frowns and tears.”

Efforts to secure the tiger’s future must be as adaptable as the animal itself. It is tempting to say that the battle to save tigers must be fought on many fronts but likening tiger conservation to a battle is to suggest that we can press for a victory and send the troops home. Securing a future for wild tigers requires pressing to win the short-term skirmishes while committing to constant care and vigilance for the long term. If tigers survive, it will be because the troops — the people who live with tigers and care enough to save them — are at home.

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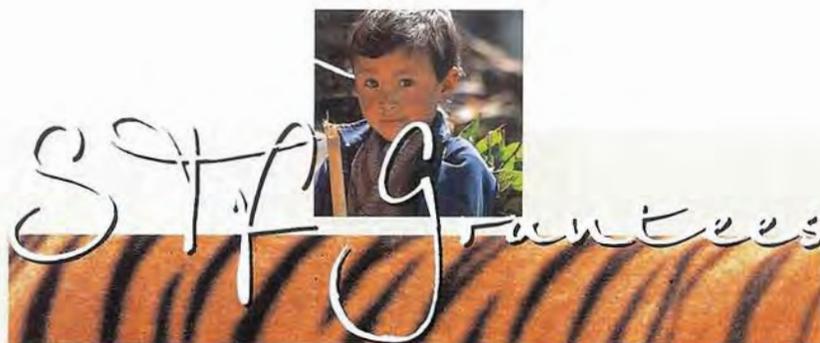
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Bach Ma National Park	McCann-Erickson
Bangladesh Forest Department	Minnesota Zoo Foundation
Bhadra Wildlife Conservation Trust	National Fish and Wildlife Foundation
Cambodia Ministry of Environment	National Geographic Society
Cat Action Treasury	Operation Eye of the Tiger — India
Center for Wildlife Studies	Phoenix Fund
Center for the Protection of Wild Nature	Prakratik Society
Conservation International	Pugmark S.O.S.
Conservation of Wildlife and Heritage of Kodagu	Ranthambhore Foundation
Dallas Zoological Society	Sikhote Alin State Biosphere Reserve
Far Eastern Branch of Russian Academy of Sciences	Smithsonian Institution
Fauna and Flora International	TRAFFIC East Asia
Global Survival Network	TRAFFIC Europe
Harsha Reddy, Contractor	Taman Safari Indonesia
Hornocker Wildlife Institute	Tarun Bharat Sangh
Indonesian Zoological Parks Association	Thai Tiger Conservation Fund
Institute of Climbers and Nature Lovers	Tiger Foundation
International Rhino Foundation	Tiger Watch
King Mahendra Trust for Nature Conservation	University of Florida
Kudremukh Wildlife Foundation	University of Minnesota
Lady Margaret Hall, Oxford University	Vidharba Tiger Research Foundation
Lazovsky State Nature Reserve	WildAid
Living Inspiration for Tribals	Wildlife Conservation Society
Long Haymes Carr	Wildlife Foundation
Malaysia Department of Wildlife and National Parks	Wildlife Institute of India
	Wildlife Protection Society of India
	Wildlife Society of Orissa
	Wildlife Trust of India
	World Wide Fund for Nature — Indochina
	World Wildlife Fund
	Zoological Society of London

Indian Subcontinent



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Bangladesh Forest Department
\$70,000 — Bangladesh, 2001
- Tiger Conservation Enhancement in Bhutan**
World Wildlife Fund — Bhutan Program
\$100,000 — Bhutan, 1999
- Tiger Conservation Enhancement in Bhutan — II**
World Wildlife Fund — Bhutan Program
\$69,991 — Bhutan, 2002
- Tiger Link Newsletter**
Ranthambhore Foundation
\$7,000 — India, 1996
- Kaziranga National Park Anti-Poaching**
Ranthambhore Foundation
\$25,000 — India, 1996
- Manas National Park Anti-Poaching Project**
Ranthambhore Foundation
\$27,000 — India, 1997
- Karnataka Tiger Conservation**
Wildlife Conservation Society
\$100,000 — India, 1997
- Villagers & Tigers: Palamau Tiger Reserve**
Institute of Climbers and Nature Lovers
\$4,315 — India, 1997
- Tiger Link Newsletter — II**
Ranthambhore Foundation
\$9,000 — India, 1997
- Camera Traps for Tiger Conservation**
Dr. David Macdonald at Lady Margaret Hall
\$17,970 — India, 1997
- Conservation in Corbett Tiger Reserve**
Operation Eye of the Tiger — India
\$50,000 — India, 1998
- Community Conservation at Ranthambhore**
Ranthambhore Foundation
\$80,000 — India, 1998
- Ranthambhore Resettlement Project**
Tiger Watch
\$3,000 — India, 1998
- Scholarships for Tiger Research**
Wildlife Institute of India
\$12,000 — India, 1998
- Wildlife Law Enforcement Network**
Wildlife Protection Society of India
\$20,840 — India, 1998
- Karnataka Tiger Conservation — II**
Wildlife Conservation Society
\$104,900 — India, 1998
- Tiger Conservation in Andhra Pradesh**
Harsha Reddy, Contractor
\$4,100 — India, 1998
- Tigers, Prey, & Humans in Rajaji-Corbett**
Wildlife Institute of India
\$5,000 — India, 1999
- Conservation in Corbett Tiger Reserve — II**
Operation Eye of the Tiger — India
\$50,000 — India, 1999
- Community Health Care and Conservation**
Prakratik Society
\$30,280 — India, 1999
- Biogas Energy and Forest Conservation**
Prakratik Society
\$14,316 — India, 1999
- Tiger Link Newsletter — III**
Ranthambhore Foundation
\$9,000 — India, 1999
- Karnataka Tiger Conservation — III**
Wildlife Conservation Society
\$82,900 — India, 1999
- Panna (India) Predator/Prey Project**
Center for Wildlife Studies
\$59,480 — India, 2000
- Prey Study in Bhadra Tiger Reserve**
Center for Wildlife Studies
\$6,510 — India, 2000
- Community Conservation at Ranthambhore — II**
Prakratik Society
\$50,000 — India, 2000
- Tiger Link Newsletter — IV**
Ranthambhore Foundation
\$12,000 — India, 2000
- Forest Guard Equipment for Pench Reserve**
Vidharba Tiger Research Foundation
\$4,200 — India, 2001
- Community Conservation at Ranthambhore — III**
Prakratik Society
\$50,000 — India, 2001
- Community Tiger Conservation at Kudremukh**
Kudremukh Wildlife Foundation
\$14,500 — India, 2001
- Community Tiger Conservation in Nagarahole**
Living Inspiration for Tribals
\$30,000 — India, 2001
- Community Tiger Conservation in Bhadra Reserve**
Bhadra Wildlife Conservation Trust
\$25,500 — India, 2001
- Village Education at Ranthambhore**
Prakratik Society
\$19,300 — India, 2001
- Distribution/Dynamics of Tiger & Prey Populations**
Center for Wildlife Studies
\$22,190 — India, 2001
- Tiger Conservation Education at Sariska**
Tarun Bharat Sangh
\$20,000 — India, 2001
- Terai Arc Tiger Conservation Landscape Evaluation**
Wildlife Institute of India
\$53,500 — India, 2001
- Panna (India) Predator/Prey Project — II**
Center for Wildlife Studies
\$20,800 — India, 2002
- Building Judicial Awareness for Tigers in India**
Wildlife Trust of India
\$20,000 — India, 2002
- South Asia Edition of The Way of the Tiger**
Center for Wildlife Studies
\$3,500 — India, 2002
- Pugmark S.O.S. Patrol Group Project**
Pugmark S.O.S.
\$10,000 — India, 2002
- Conservation in Corbett Tiger Reserve — III**
Operation Eye of the Tiger — India
\$30,000 — India, 2002
- Community Conservation at Ranthambhore — IV**
Prakratik Society
\$40,000 — India, 2002
- Community Tiger Conservation at Kudremukh — II**
Kudremukh Wildlife Foundation
\$11,500 — India, 2002
- Community Tiger Conservation in Nagarahole — II**
Conservation of Wildlife and Heritage of Kodagu (CWK)
\$30,000 — India, 2002
- Community Tiger Conservation in Bhadra Reserve — II**
Bhadra Wildlife Conservation Trust
\$10,900 — India, 2002
- Prey Selection by Tigers in Sariska Tiger Reserve**
Wildlife Institute of India
\$5,656 — India, 2002
- Save the Tiger — People's Movement**
Vidharba Institute of Mountaineering & Adventure
\$14,000 — India, 2002
- Habitat Conservation Through Community Participation**
Wildlife Society of Orissa
\$29,000 — India, 2002
- Chitwan Habitat Restoration**
World Wildlife Fund
\$58,096 — Nepal, 1996
- Workshop on Tiger Census Techniques**
University of Minnesota
\$19,820 — Nepal, 1996
- Chitwan Habitat Restoration — II**
King Mahendra Trust for Nature Conservation
\$120,000 — Nepal, 1998
- Nepalese Tiger Conservation**
University of Minnesota
\$44,000 — Nepal, 1998
- Chitwan Habitat Restoration — III**
King Mahendra Trust for Nature Conservation
\$100,000 — Nepal, 1999
- Nepalese Tiger Conservation — II**
University of Minnesota
\$39,800 — Nepal, 1999

Southwest Asia

Indian Subcontinent (cont.)

Chitwan Habitat Restoration — IV
King Mahendra Trust for Nature Conservation
\$100,000 — Nepal, 2000

Linking Protected Areas of Western Terai
World Wildlife Fund — Nepal Program
\$50,000 — Nepal, 2000

Habitat Restoration in Bardia National Park
King Mahendra Trust for Nature Conservation
\$100,000 — Nepal, 2000

Nepalese Tiger Conservation — III
University of Minnesota
\$40,000 — Nepal, 2001

Terai Arc Landscape Project Support
National Fish and Wildlife Foundation
\$20,000 — Nepal, India, 2001

Chitwan Habitat Restoration — V
King Mahendra Trust for Nature Conservation
\$50,000 — Nepal, 2001

Forest Analysis in Terai Arc
World Wildlife Fund — Nepal Program
\$30,000 — Nepal, 2001

Wildlife Corridor Restoration in Terai Arc
World Wildlife Fund — Nepal Program
\$50,000 — Nepal, 2001

Monitoring and Capacity-Building in Suklaphanta
King Mahendra Trust for Nature Conservation
\$40,000 — Nepal, 2001

Strengthening Tiger Conservation in the Terai Arc
World Wildlife Fund — Nepal Program
\$44,100 — Nepal, 2001

Strengthening Forest Conservation in the Terai Arc
World Wildlife Fund — Nepal Program
\$63,250 — Nepal, 2002

Tiger Habitat Restoration in Royal Bardia Park — II
King Mahendra Trust for Nature Conservation
\$75,000 — Nepal, 2002

Action Plan for Myanmar Tiger Conservation
Wildlife Conservation Society
\$65,700 — Burma/Myanmar, 1998

Anti-Poaching and Education in Myanmar
Global Survival Network
\$42,565 — Burma/Myanmar, 1998

Action Plan for Myanmar Tiger Conservation — II
Wildlife Conservation Society
\$60,000 — Burma/Myanmar, 1999

Action Plan for Myanmar Tiger Conservation — III
Wildlife Conservation Society
\$30,000 — Burma/Myanmar, 2000

Cambodia Tiger Conservation
World Wildlife Fund
\$30,000 — Cambodia, 1997

Conservation Technology Training
World Wildlife Fund
\$9,500 — Cambodia, 1997

Tiger Protection & Monitoring in Cambodia
Cat Action Treasury
\$60,000 — Cambodia, 1998

Cambodia Community-based Monitoring
University of Minnesota
\$90,980 — Cambodia, 2000

Cambodia Tiger Action Plan
Wildlife Conservation Society
\$66,000 — Cambodia, 2000

Bokor Training and Protection Support
WildAid
\$28,000 — Cambodia, 2000

Cambodia Community-based Monitoring — II
Cat Action Treasury
\$96,000 — Cambodia, 2001

Conserving Cambodia's Endangered Wildlife
Conservation International
\$25,000 — Cambodia, 2002

Cambodia Community-based Monitoring — III
Cat Action Treasury
\$50,000 — Cambodia, 2002

Bokor Conservation Project — II
WildAid
\$50,000 — Cambodia, 2002

Conservation in Lomphat Wildlife Sanctuary
Ministry of Environment, Dept. of Nature Conservation and Protection
\$49,000 — Cambodia, 2002

Tiger Survey, Assessment and Conservation in Laos
Wildlife Conservation Society
\$30,000 — Laos, 2002

Malaysia Tiger Conservation and Protection
Malaysia Department of Wildlife and National Parks
\$124,000 — Malaysia, 1997

Taman Negara (Malaysia) Field Study
University of Florida
\$78,176 — Malaysia, 1998

Taman Negara Field Study — II
University of Florida
\$59,682 — Malaysia, 1999

Taman Negara Field Study — III
University of Florida
\$23,539 — Malaysia, 2000

Taman Negara Tiger Protection
International Rhino Foundation
\$70,000 — Malaysia, 2001

Taman Negara Field Study — IV
University of Florida
\$15,500 — Malaysia, 2001

Indochinese Tiger Master Plan
Minnesota Zoo Foundation
\$20,000 — Thailand, 1995

Rachaburi Tiger Program
Thai Tiger Conservation Fund
\$13,000 — Thailand, 1995

Thailand Tiger Assessment & Conservation
University of Minnesota
\$43,000 — Thailand, 1997

Thailand's Tigers — Status and Protection
Wildlife Conservation Society
\$50,000 — Thailand, 1999

Thailand Tiger Assessment/Conservation — II
University of Minnesota
\$23,450 — Thailand, 1999

Operation Khao Yai: Thailand Protection
WildAid
\$56,000 — Thailand, 2000

Operation Khao Yai: Thailand Protection — II
WildAid
\$75,000 — Thailand, 2001

Building Up Wildlife's Defense
WildAid
\$90,000 — Thailand, 2002

Tiger Ecology in Bach Ma National Park
Bach Ma National Park
\$10,000 — Vietnam, 2000

Central Vietnam Tiger Corridor
World Wide Fund for Nature Indochina
\$39,000 — Vietnam, 2002

Sumatra

Sumatran Tiger Field Study — I
Minnesota Zoo Foundation
\$150,000 — Indonesia, 1995

Asia Tiger GIS
Minnesota Zoo Foundation
\$20,000 — Indonesia, 1995

Sumatran Tiger Immobilization Kits
Indonesian Zoological Parks Association
\$20,000 — Indonesia, 1995

Sumatran Tiger Field Study — II
Minnesota Zoo Foundation
\$128,300 — Indonesia, 1996

Sumatran Tiger Masterplan
Taman Safari Indonesia
\$11,250 — Indonesia, 1996

Sumatran Tiger Field Study — III
Minnesota Zoo Foundation
\$106,053 — Indonesia, 1997

Rescuing Problem Tigers in Sumatra
Taman Safari Indonesia
\$36,720 — Indonesia, 1998

Sumatran Tiger Field Study — IV
Minnesota Zoo Foundation
\$85,218 — Indonesia, 1998

Bukit Barisan Tiger Conservation Program
Wildlife Conservation Society
\$47,600 — Indonesia, 1998

Sumatra (cont.)

Rapid Assessment of Sumatran Tigers

Minnesota Zoo Foundation
\$70,000 — Indonesia, 1999

Bukit Barisan Tiger Conservation Program — II

Wildlife Conservation Society
\$38,100 — Indonesia, 1999

Kerinci Seblat Tiger Protection Project

Fauna and Flora International
\$40,000 — Indonesia, 2000

Bukit Barisan Tiger Conservation Program — III

Wildlife Conservation Society
\$50,000 — Indonesia, 2000

Kerinci Seblat Tiger Protection Project — II

Fauna and Flora International
\$55,000 — Indonesia, 2001

Bukit Barisan Tiger Conservation Program — IV

Wildlife Conservation Society
\$60,000 — Indonesia, 2001

Techniques to Reduce Human-Wildlife Conflict

Zoological Society of London
\$57,000 — Indonesia, 2002

Tiger Protection and Monitoring in Bukit Tigapuluh

The Tiger Foundation
\$64,640 — Indonesia, 2002

China

Reproductive Problems of S. China Tigers

Minnesota Zoo Foundation
\$29,762 — China, 1997

Tiger Bone and Musk Substitutes Video

TRAFFIC East Asia
\$20,000 — China, 1997

Reducing Use of Tiger Products in China

Wildlife Conservation Society
\$41,615 — China, 1997

Asian Conservation Awareness Program

Global Survival Network
\$34,025 — China, 1998

Reducing Use of Tiger Products in China — II

Wildlife Conservation Society
\$52,485 — China, 1998

Asian Conservation Awareness Program — II

Global Survival Network
\$30,975 — China, 1999

Reducing Use of Tiger Products in China — III

Wildlife Conservation Society
\$30,000 — China, 2000

Asian Conservation Awareness Program — III

WildAid
\$30,000 — China, 2000

Asian Conservation Awareness Program — IV

WildAid
\$50,000 — China, 2001

Reducing Use of Tiger Products in China — IV

Wildlife Conservation Society
\$49,660 — China, 2001

Reducing Use of Tiger Products in China — IV

Wildlife Conservation Society
\$40,000 — China, 2002

Russia

Siberian Tiger Project — I

Hornocker Wildlife Institute
\$225,000 — Russia, 1995

Sikhote-Alin Reserve Extension

Hornocker Wildlife Institute
\$50,000 — Russia, 1995

European Amur Tiger Meeting

Zoological Society of London
\$45,000 — Russia, 1995

Siberian Tiger Project — II

Hornocker Wildlife Institute
\$225,000 — Russia, 1996

Action Plan for the Amur Tiger

Zoological Society of London
\$41,000 — Russia, 1996

Siberian Tiger Protection Project

Global Survival Network
\$52,090 — Russia, 1996

Siberian Tiger Project — III

Hornocker Wildlife Institute
\$150,000 — Russia, 1997

Siberian Tiger Protection Project — II

Global Survival Network
\$44,160 — Russia, 1997

Leasing Habitat for the Amur Tiger

Hornocker Wildlife Institute
\$20,800 — Russia, 1997

Siberian Tiger Project — IV

Hornocker Wildlife Institute
\$125,000 — Russia, 1998

Environmental Education for the Amur Tiger

Wildlife Foundation
\$50,000 — Russia, 1998

Workshop on Enforcing Trade Controls

TRAFFIC Europe
\$70,000 — Russia, 1998

Phoenix — Tigers & Biodiversity in Russia

Global Survival Network
\$75,150 — Russia, 1998

Khabarovski Krai Protected Areas Network

Wildlife Conservation Society
\$44,400 — Russia, 1998

Environmental Education for Amur Tigers — II

Wildlife Foundation
\$20,000 — Russia, 1999

Human/Tiger Conflict Response Team

Phoenix Fund
\$50,000 — Russia, 1999

Siberian Tiger Project — V

Hornocker Wildlife Institute
\$70,000 — Russia, 1999

Amur Tiger Protection in Lazovsky Reserve

Lazovsky State Nature Reserve
\$25,000 — Russia, 1999

Monitoring Amur Tigers in Primorsky Krai

Far Eastern Branch of Russian Academy of Sciences
\$34,900 — Russia, 1999

Outreach and Education in Russian Far East

Center for the Protection of Wild Nature
\$30,000 — Russia, 1999

Operation Amba Wildlife Protection

Phoenix Fund
\$58,031 — Russia, 1999

Sikhote Alin Forest Fire Prevention

Sikhote-Alin Biosphere State Reserve
\$15,000 — Russia, 1999

Amur Tiger Protection in Lazovsky Reserve — II

Lazovsky State Nature Reserve
\$25,000 — Russia, 2000

Anti-Poaching for Siberian Tiger Protection

Sikhote-Alin Biosphere State Reserve
\$27,000 — Russia, 2000

Operation Amba Siberian Tiger Protection

Phoenix Fund
\$46,561 — Russia, 2000

Long-term Monitoring of Amur Tigers in Russia

Wildlife Conservation Society
\$41,500 — Russia, 2000

Scent Dog Monitoring of Amur Tigers

Lazovsky State Nature Reserve
\$20,000 — Russia, 2001

Environmental Education for Amur Tigers — III

Wildlife Foundation
\$22,000 — Russia, 2001

Primorsky Krai Customs Service Training

Phoenix Fund
\$35,000 — Russia, 2001

Outreach and Education in Russian Far East — II

Center for the Protection of Wild Nature
\$30,000 — Russia, 2001

Increasing the Efficiency of Anti-Poaching Teams

Sikhote-Alin Biosphere State Reserve
\$12,000 — Russia, 2001

Operation Amba Siberian Tiger Protection — II

Phoenix Fund
\$60,000 — Russia, 2001

International



Russia (cont.)

Tiger Response Team Improvement
Phoenix Fund
\$35,000 — Russia, 2001

Conscious Hunter for Amur Tiger Conservation
World Wildlife Fund — Russia Program
\$25,000 — Russia, 2002

CITES Operation in 2002
Phoenix Fund
\$30,000 — Russia, 2002

Siberian Tiger Project: Research and Action
Wildlife Conservation Society
\$40,000 — Russia, 2002

Long-term Monitoring of Amur Tigers in Russia — II
Wildlife Conservation Society
\$25,000 — Russia, 2002

Organizing the Observation Point (Russia)
Sikhote-Alin Biosphere State Reserve
\$7,104 — Russia, 2002

Scent Dog Monitoring of Amur Tigers — II
Lazovsky State Nature Reserve
\$15,000 — Russia, 2002

Increasing the Efficiency of Anti-Poaching — II
Sikhote-Alin Biosphere State Reserve
\$20,000 — Russia, 2002

Operation Amba Siberian Tiger Protection — III
Phoenix Fund
\$60,000 — Russia, 2002

Environmental Education for Amur Tigers — IV
Wildlife Foundation
\$40,000 — Russia, 2002

Hunter Outreach and Education in Russian Far East
Center for the Protection of Wild Nature
\$30,000 — Russia, 2002



Phoenix Fund

Dallas Zoo Exhibit
Dallas Zoological Society
\$765,000 — International, 1995

Tiger Conservation Management Project
Minnesota Zoo Foundation
\$150,647 — International, 1995

Tiger Education Priorities Project
American Zoo and Aquarium Association
\$8,213 — International, 1995

Smithsonian Tiger! Exhibits
Smithsonian Institution
\$300,000 — International, 1995

Tiger Cards
National Geographic Society
\$86,000 — International, 1995

Tiger Assessment — I
World Wildlife Fund
\$25,000 — International, 1995

Travelling Exhibit and Graphics
American Zoo and Aquarium Association
\$151,787 — International, 1995

STF Fundraising Appeal
McCann-Erickson
\$72,712 — International, 1995

Tiger Information Center — I
Minnesota Zoo Foundation
\$85,850 — International, 1996

Tiger Assessment — II
World Wildlife Fund
\$10,600 — International, 1996

Tiger Information Center — II
Minnesota Zoo Foundation
\$50,250 — International, 1997

Year-of-the-Tiger Conference Planning
National Fish and Wildlife Foundation
\$3,244 — International, 1997

Riding the Tiger: Tigers 2000 Proceedings
Zoological Society of London
\$22,000 — International, 1997

STF Education and Outreach
Long Haymes Carr
\$50,497 — International, 1997

Year of the Tiger Conference
National Fish and Wildlife Foundation
\$261,038 — International, 1998

Tiger Information Center — III
Minnesota Zoo Foundation
\$65,000 — International, 1998

Review of Trade in Tiger Bones
TRAFFIC East Asia
\$86,085 — International, 1998

TCM Communities and Tiger Conservation
World Wildlife Fund
\$80,000 — International, 1998

Riding the Tiger: Publication/Distribution
Zoological Society of London
\$48,000 — International, 1998

Tiger Information Center — IV
Minnesota Zoo Foundation
\$50,000 — International, 1999

Tigers in the 21st Century Workshop
Wildlife Conservation Society
\$30,000 — International, 1999

Tiger Information Center — V
Minnesota Zoo Foundation
\$59,260 — International, 2000

Strengthening the Rhino and Tiger Conservation Act
World Wildlife Fund
\$50,000 — International, 2000

Tiger Information Center — VI
Minnesota Zoo Foundation
\$30,798 — International, 2001

Save The Tiger Fund Promotions
National Fish and Wildlife Foundation
\$22,205 — International, 2001

Tiger Information Center — VII
Minnesota Zoo Foundation
\$40,000 — International, 2002

Strengthening the U.S. Rhino and Conservation Act
World Wildlife Fund — TRAFFIC
\$40,000 — International, 2002



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THE SAVE THE TIGER FUND
1120 Connecticut Avenue, N.W.
Suite 900
Washington, D.C. 20036
Tel. 202-857-0166
Fax 202-857-0162
www.5tigers.org
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