



**WILDLIFE PROTECTORS FUND**  
**THE GORILLA FOUNDATION**

**Director: Dr. Anthony L. Rose**

**Operations Mgmt - WPF/GF**

Office Management / Plans/Reports  
Budgets/Expenses / Donor Services

**Development & Funding - WPF/GF**

Intervention Programs/Products  
Capacity & Alliance Building  
Talks/Meetings/Events  
Donations and Grants

**Field Programs - WPF/CWAF**

Conservation Education  
Humane Values Research  
Sanctuary Care & Expansion  
Wildlife Protection Audits  
Interspecies Research

WPF Field Programs in Africa  
are managed in partnership with  
**CAMEROON WILDLIFE AID FUND**  
CWAF is a registered UK charity  
based in Yaounde, Cameroon.

## **WILDLIFE PROTECTORS FUND** **PROSPECTUS - 2001-2002**

The Wildlife Protectors Fund is a division of The Gorilla Foundation - a U.S. 501(c)3 non-profit organization. WPF was instituted in 2000 to serve as the conservation arm of the Gorilla Foundation around the world.

The **mission** of WPF is to secure the safety and survival of great apes and other endangered wildlife by supporting primate research, values education, sanctuary care, and wildlife protection programs in areas where wildlife is at high risk due to illegal commerce and habitat destruction.

WPF's strategic **goals** are 1) to develop community conservation education programs to convert poachers and consumers of endangered animals into protectors of wildlife, 2) to foster empathy for apes and humane values in human societies, 3) to support improvement of facilities, care-giving, outreach, and education programs in great ape sanctuaries, 4) to conduct wildlife protection audits that assure the success of community conservation, 5) to carry out interspecies research to enhance ability of ape caregivers and protectors to sustain ape communities in captivity and in the wild, 6) to build capacity and collaboration for wildlife conservation, and 7) to endow and organize WPF as an effective long-term provider of wildlife conservation innovations.



## Six Strategic Programs of WPF

1. Conservation Values Education - WPF and its Africa based partners are implementing a three-part educational intervention in great ape ecology, gorilla communication, and wildlife protection aimed at increasing people's sense of kinship with endangered wildlife and concern for their well-being and survival. The long-term goal of the CVE program, which uses Gorilla Foundation educational products to build empathy for animals, is to reduce supply and demand for endangered wildlife in the commercial marketplace. The HVE program has been implemented and assessed in two urban high schools and seven rural villages in central and eastern Cameroon. Program are being planned for youth environmental clubs and schools across Cameroon. Over 10,000 copies of *Koko's Kitten* are in Africa, being tested in a over a dozen countries. A companion book - *Michael's Dream* - will be published for use in HVE efforts in 2002.



CWAF Education Director: Angelika Agwara



2. Humane Values Research. WPF is supporting the design and conduct of qualitative and quantitative research which measures local people's attitudes towards apes, wildlife, and the African environment. In conjunction with partners at University of Toronto's Joint Centre for Bioethics, we have obtained baseline data from over a thousand individuals, including youth and adults in urban and rural schools and communities. WPF's Conservation Values Education programs have been assessed with post intervention tests, and have demonstrated strong pro-wildlife outcomes as well as the reliability and utility of our values research methodology. All WPF field programs include this crucial humane values assessment. Results of these applied research studies have been presented in 2001 at professional conferences in Boston, Toronto, and Washington D.C. and are being readied for publication.



WPF Advisory Director: Kerry Bowman

3. Ape Sanctuary Development -- WPF is helping the great ape sanctuaries in Africa to improve ape welfare, wildlife education, and interspecies research. Special focus on ape orphan outreach and management will attempt to secure funds and capacity to confiscate ape bushmeat survivors and provide them with eco-social milieus that optimize their natural development. As a member of the Pan African Sanctuary Alliance, WPF supports efforts to assure the apes' well-being in captivity and survival in the wild. With a donation from *Save the Species Foundation*, WPF enabled the construction of the Michael Leo Rion Gorilla Sanctuary at Mefou National Park in Cameroon. WPF is committed to expand support for our field partner, the *Cameroon Wildlife Aid Fund*, in its developments at Mefou and at Yaounde Zoo and Education Center.



CWAF CEO: Christopher Mitchell



4. Wildlife Protection Audits - WPF is stepping up efforts to hold conservators and exploiters accountable for protecting wildlife in great ape habitat. Past failures in this arena stem from lack of transparency in conservation & development work. In November Discovery Canada will release a one hour TV documentary that features the work of WPF and its partners to expose and resolve the bushmeat crisis in central Africa. A photo essay book depicting the destruction of African wildlife by logging and bushmeat commerce will be produced next year for public sale. WPF is attempting to organize an independent investigations unit to audit wildlife protection efforts of local communities, law enforcers, NGOs, and government agencies operating in the Congo basin.



WPF Advisory Director: Karl Ammann

5. Interspecies Research - WPF is helping develop a scientific program to study communication among apes and between apes and their caregivers, field researchers, and protectors. This program will build on the knowledge and skills developed at the Gorilla Foundation during the past 30 years, and on the WPF director's studies of profound interspecies events. Practical goals are to improve ape well-being, safety, and potential to thrive in captivity, in sanctuary, and in tropical habitat. Collaboration in this wide ranging effort is being organized among primate communication researchers in the United States, Europe, Japan, and Africa. The first pilot experiments will test the potential for captive apes to interpret wild ape vocalizations and gestures.



GF President & Research Director: Francine Patterson

6. Capacity & Alliance Building - The director of WPF has lectured, led symposia & workshops, and published articles for professionals and the general public on wildlife conservation since 1994. Three new conservation anthologies will include chapters by Dr. Rose this year. His focus is on the inclusion of new disciplines and fields of endeavor and the development of new organizing strategies to effect the psychosocial, economic, & spiritual transformations that will keep global consumerism from destroying wildlife & wilderness. Through his service on the Steering Committee of Bushmeat Crisis Task Force (BCTF) in Washington, D.C. and his active involvement in American and International Primate Societies, the Ape Alliance, Great Ape Project, and Pan African Sanctuary Alliance he places WPF in position to collaborate with global leaders of the conservation community. Dr. Rose teaches conservation psychology at Antioch University Los Angeles, and has been invited to lecture at Garoua Wildlife Management College and at Yaounde University, in Cameroon.



WPF/GF Executive Director : Anthony Rose



## WPF Endowment and Organization

Wildlife Protectors Fund must focus energy for the next fiscal year on program innovation, organization development, and fund raising. These streams of activity are interactive. Our strategy is to find donors who want to be involved in development of our organization and of specific programs.

Individuals, foundations, granting agencies and corporate sponsors are invited to contact the Director of WPF, Dr. Anthony Rose, to discuss options for support. We welcome your advice as well as your questions. Wildlife Protectors Fund is committed to developing and executing field interventions according to the highest ethical, fiscal and operational standards. All WPF activities, from fiscal management to program effectiveness, will be subjected to independent audit.

**Conservation Values Education** \_\_\_\_\_  
**Humane Values Research** \_\_\_\_\_  
**Ape Sanctuary Development** \_\_\_\_\_  
**Wildlife Protection Audits** \_\_\_\_\_  
**Interspecies Research** \_\_\_\_\_  
**Capacity & Alliance Building** \_\_\_\_\_



Further Information:

Dr. Anthony L. Rose, Director / Wildlife Protectors Fund  
Post Office Box 488, Hermosa Beach, California 90254 USA  
Tel: 310 379-1470 / Fax: 310 379-7042  
Email: [rose@gorilla.org](mailto:rose@gorilla.org) / Web: [www.koko.org/wpf](http://www.koko.org/wpf)



Anthony Rose is a social psychologist, writer, and organization developer who has studied macaques, apes, and humans; taught animal behavior, group dynamics, and human psychosocial evolution; and consulted in the private sector and government on forest management, military diplomacy, religious community development, educational innovation, and health care quality assurance. Rose's original studies of natural epiphanies demonstrated the crucial factors that affect humane values and expand world-view from ego and human centered to eco and life centered. His efforts to curb the commercial slaughter of endangered wildlife have focused on innovative methods of reducing supply and demand for illegal bushmeat. Dr. Rose is a member of the IUCN/SSC African Primate Specialists Group, an organizer of the Southern California Primate Research Forum, and a founder of the Bushmeat Crisis Task Force. He teaches science and psychology at Antioch University Southern California.