

BIG LIFE FOUNDATION



2022
IMPACT REPORT



LETTERS FROM LEADERSHIP



In my **three decades of conservation work** in the Greater Amboseli ecosystem there are few challenges I haven't encountered, but we have come up with innovative solutions every time. Whether it was bringing lions back from the brink of local extinction, keeping elephants safe from the wave of poaching that engulfed the continent, abating the commercial bushmeat trade, or drastically reducing conflict between humans and wildlife, **we have always stepped up to the task** in collaboration with the local Maasai communities that share this space.

Our work has historically been about **preventing wildlife from disappearing** from the landscape, but now it is the landscape we must prevent from disappearing and taking the wildlife we have fought so hard to preserve along with it.

The land tenure across most of the **1.6 million acres in which we operate** is moving away from a communal ownership model towards small, private holdings. Without careful land-use planning and responsible stewardship, **fragmentation on this scale will lead to the implosion of the ecosystem.**

Despite this looming threat, I am filled with optimism. Many Maasai recognize the negative implications of complete subdivision on their pastoralist lifestyle, their culture, and the wildlife they share their rangelands with. **Big Life has been working with landowners** to create plans to protect key wildlife corridors and dispersal areas, as well as manage rangeland and human development in a manner that benefits everyone.

We must compensate those landowners for keeping this land available for wildlife to still roam across and share its resources. We have a long road ahead of us, but with strategic planning and your ongoing support, we can **protect the Greater Amboseli ecosystem's critical habitats** for the benefit of all.

Richard Bonham

Executive Chairman & Co-Founder, Big Life Kenya



COMMUNITY

Central to the vast landscapes of southern Kenya is the Greater Amboseli ecosystem, that owes its panoply of wildlife to **a tapestry of habitats**: from glaciers to alpine meadows, woodlands, arid bush, grasslands, swamps, seasonal lakes, lava flows, and windswept barren flats.

Amboseli is not only home for diverse flora and fauna, but also its Maasai communities, of which I am a member, known for their pastoralism practices. Our culture and traditions are the greatest pillars of our impeccable ability to **successfully coexist with wildlife**.

The last two years brought **a terrible drought** that affected the entire region, and in the last year, we saw uncountable losses of wildlife. The **community wasn't spared** from this: some lost up to 75% of their livestock. Losing livestock means so much for a pastoralist community, as this is the main source of our livelihoods. The number of people looking for jobs, education bursaries, healthcare support, and food for animals, both domestic and wild, has increased. Human-wildlife conflict as a result of scarce resources has also increased.

Against the backdrop of these trying moments that have almost crippled the entire ecosystem, **Big Life has beefed up all of our community programs** to quench the devastating effects of the drought by providing school feeding programs, creating a community work program for women, increasing educational scholarships, rapidly responding to human-wildlife conflict, and providing water for humans and animals.

There isn't a day that goes by that we don't get thanked by our partner communities, and **none of this would have been possible without our supporters**. So to all of you, it is our turn to say thank you.

Benson Leyian

Chief Executive Officer, Big Life Kenya





2022 was a tough year. The drought was tough on wildlife, tough on the community, tough on the ecosystem, and unbelievably tough on Big Life's rangers and field staff.

A ranger's job is far more than setting ambushes and arresting poachers and wildlife traffickers. On one occasion last year, a ranger unit tracked an injured elephant for three days over 60 km before it could be successfully darted and treated. On other occasions, injured elephants were monitored continuously for over 72 hours. This work happened in addition to stopping soaring bushmeat poaching and conflict incidents, which were double or even triple what is normal.

Rangers in the Chyulu Hills units will often have anti-poaching, human-wildlife conflict mitigation, and wildfire-fighting duties all in one day. In most years, we rotate rangers between areas to spread the load and increase ranger experience. But during 2022, **there was no time for anyone to relax**, and by the end, there wasn't a single ranger left lacking serious and diverse field experience.

But **Big Life is familiar with tough times.** Back in the 1990s, Richard Bonham started his conservation journey because bushmeat poaching and charcoal burning were out of control. And in 2010, Nick Brandt brought immeasurably valuable support in response to poaching related to the illegal ivory trade, which was devastating Amboseli's elephants.

It's in our DNA to rise to the occasion, and that's exactly what happened last year. The numbers make for stark reading, but there wouldn't be any numbers at all if it wasn't for Big Life's incredible rangers and staff, and for our loyal supporters like you.

Craig Millar

Chief Operating Officer, Big Life Kenya



MISSION

OUR MISSION

On the ground in East Africa, partnering with local communities to protect nature for the benefit of all.

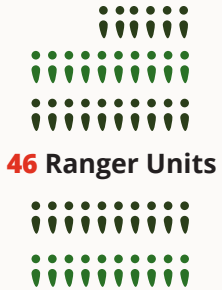
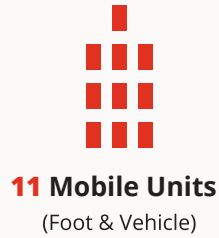
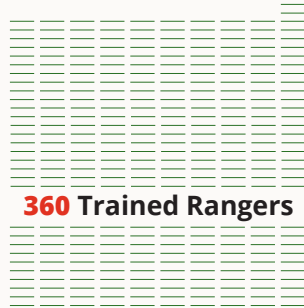
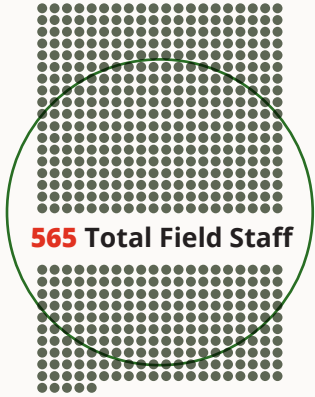
OUR VISION

We believe that if conservation supports the people, then people will support conservation.



2022

Year in Review



0
Elephants Poached

906 KG
Ivory Confiscated

782
Scholarships Awarded

27,973
Students Provided
School Lunch

0
Rhinos Poached

371
Suspects Arrested
in 170 Incidents

307
Rangers Trained

8,878 KG
Sandalwood Confiscated



AREA OF OPERATION

Big Life Foundation's Area of Operation (AOO) covers approximately 1.6 million acres across the Amboseli-Tsavo-Kilimanjaro (Greater Amboseli) ecosystem in East Africa.

Our team of 500+ helps to protect and secure wildlife and critical habitat stretching from the rangelands north of Amboseli to the Chyulu Hills and Tsavo West National Parks in the east, and south to Kilimanjaro National Park. The area is a central connection point for migrating wildlife and contains some of the most important habitat left in Africa.

Our AOO is divided into a core area with a permanent ranger presence that is also regularly patrolled by mobile units, a non-core area that is actively covered by our intelligence network and where mobile units respond based on need, and adjacent areas where we provide support as needed.

The level of Big Life support provided varies between outposts.

Core AOO:

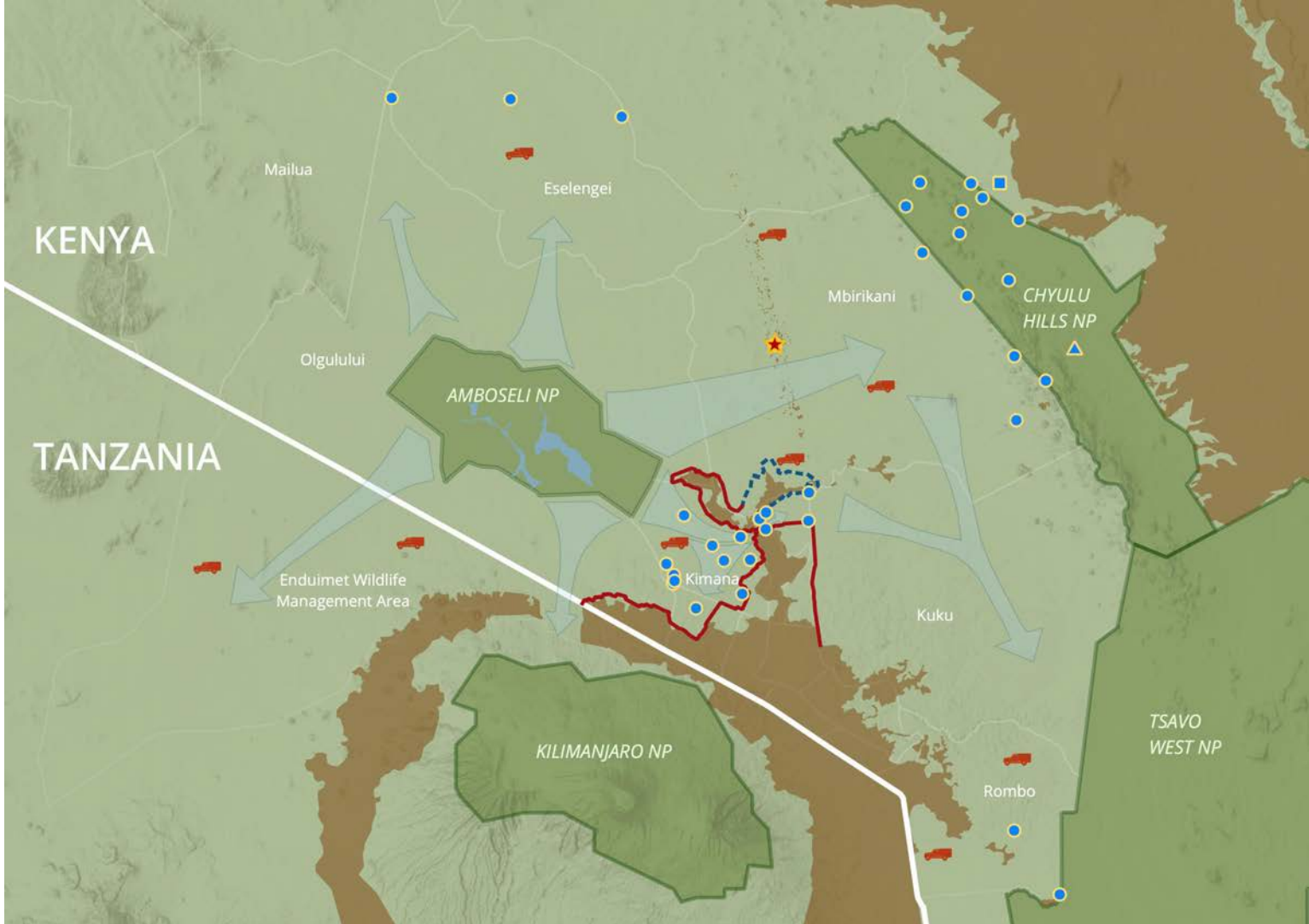
Chyulu Hills National Park
Enduimet Wildlife
Management Area (Tanzania)
Eselengei
Kimana
Mbirikani
Rombo

Non-Core AOO:

Merrueshi Ranch
Taveta Area

Adjacent Areas:

Amboseli National Park
Kuku
Mailua Ranch
Olgulului
Tsavo West National Park



★ Big Life Headquarters

● Ranger Outposts

▲ Mobile Foot Unit

■ Home-based Community Units

🚚 Mobile Ranger Units

➡ Wildlife Migration Routes

■ National Parks

■ Agricultural Areas

— Completed Fence

- - - Planned Fence

EMERGENCY DROUGHT RELIEF

East Africa experienced a drought in 2022 that had severe impacts on wildlife and people. The Greater Amboseli ecosystem only received 15% of the rainfall expected during the two primary rainy seasons. Grasses utilized by both wildlife and livestock were quickly depleted, and competition over scarce resources led to increasing human-wildlife conflict at farms and water points. More than 200 Amboseli elephants succumbed to the conditions, 90% of which were calves under four years of age. In addition to large wildlife losses, at least 2.5 million livestock animals died across Kenya. The ramifications were severe for the Maasai, as livestock is a primary income earner. Dry conditions also resulted in a spike in wildfires.

Big Life acted swiftly, implementing emergency measures to help both people and animals. Starting with the most vulnerable, we initiated a school lunch program and thanks to support from partners were able to feed nearly 30,000 hungry children a daily meal. We created a community work program that helped women to provide for their families during the challenging time. Water, food pellets, and hay were provided in strategic locations where wildlife would benefit the most, and ranger protection was expanded to combat the increased poaching threats, including a spike in bushmeat poaching.

Community Support

27,973 Students Provided Meals across **81** Schools

1,623 Women Supported through Community Work Program

Fire Fighting

56 Fire Incidents Requiring Ranger Response

Wildlife Support

2 Additional Ranger Rapid Deployment Units

400 KG Food Pellets

1,030 Hay Bales

20,000 Feed Cubes

32 Water Bowsers Provided **314,000** Liters of Water for Wildlife

2,620 Liters of Fuel Supported **17** Boreholes for Wildlife and Community Use

WILDLIFE PROTECTION

Kenya boasts more than 25,000 wildlife species and more than 7,000 plant species. The Greater Amboseli ecosystem is home to a key part of this incredible biodiversity, with at least 400 species of birds recorded in Amboseli National Park alone.

An area so rich in biodiversity needs protection, as many of the species that live there are threatened or endangered. Big Life's rangers work closely with the Kenya Wildlife Service (KWS) and other field partners to protect all wildlife within our area of operation, from the largest savannah elephants to the smallest dik-diks.

As a result, many wildlife populations in the ecosystem are on the rise, including elephants, giraffes, and even lions. While their numbers may have taken a hit due to the drought, Greater Amboseli is still one of the richest wildlife regions left in East Africa.



ELEPHANTS

Elephants have always been a priority for Big Life. When Amboseli's famous elephants were being targeted by ivory poachers, Big Life rangers stepped up and put a stop to this trend. Today, the elephant population is thriving, with more than 2,000 moving throughout the ecosystem, some of which are among the last large tuskers on Earth.

While many of the oldest and youngest elephants did not survive the 2022 drought, the population is stable and will recover.

Importantly, not a single elephant has been poached in Big Life's area of operation in 5+ years thanks to the tireless work of our community rangers.

0

Elephants Poached

43

Elephant Mortalities

Causes

10 Human-Elephant Conflict

17 Natural Causes

13 Unknown (Most Suspected Natural)

3 Misc. Human-Related

100%

Ivory Recovery Rate

(tusks removed from carcasses)

906 KG

Ivory Confiscated
(from traffickers)

7

Elephant Rescues

13

Elephant Injuries
Treated: **5***

**Rescues & treatments done in collaboration with our partners at Sheldrick Wildlife Trust and Kenya Wildlife Service*



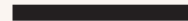


RHINOS

The Eastern black rhinoceros is in dire straits. Poachers have decimated the population, which plummeted from about 100,000 animals in 1960 to just over 6,000 in 2021.

The population of black rhinos in the Chyulu Hills has suffered a similar fate, currently with only seven individuals. Big Life's rhino protection teams work closely with KWS to provide these special rhinos with round-the-clock protection.

Seven rhinos is not a lot, but there is the potential to support many more in the 75,000-acre area where they live. Future translocations will provide a much-needed boost to their numbers. In the meantime, we're continuing to improve infrastructure in the area to support their protection, expanding water points and improving the road network.



0
Rhinos Poached

1
Natural Death

- 66** Rhino Protection Rangers
- 10** Dedicated Rhino Units
- 10** Dedicated Rhino Outposts
- 3** Water Points
- 70 km** Fencing
- 47** Camera Traps
- 4** Direct Sightings
- 77** Indirect Sightings (*via camera trap*)
- 87** Spoor Sightings

Watch this short video to learn more about our work protecting the Chyulu rhinos:





BUSHMEAT

Bushmeat poaching has always spiked in the dry season in Big Life's area of operation, when resources are scarce and work in local farms dries up. But in 2022, the numbers were significantly higher, as the drought ravaged the ecosystem and put extreme pressure on everyone. People poach so-called bushmeat animals for two reasons: protein for subsistence, or for income. Both food and legitimate paying work was harder to come by in the absence of rain. This put our rangers to the test to keep wildlife populations protected and laws upheld.

111

Suspects Arrested in 55 Incidents

1,576 KG

Bushmeat Confiscated

More than 88% of ranger arrests, especially for bushmeat poachers, are a result of Big Life's growing intelligence network.

Since 2016, our network has spread well beyond our area of operation and now helps KWS to make arrests as far north as Samburu and as far east as the Kenyan coast. It has also led to the confiscation of 5,000+ kg of ivory, permanently removing it from the illegal wildlife trade.

HUMAN-WILDLIFE CONFLICT

Big Life's AOO covers an area between three unfenced national parks: Mount Kilimanjaro to the south, Amboseli to the northwest and Chyulu Hills to the east. In that area, where wildlife moves freely, is a human population of almost a quarter million. Living in close proximity to dangerous animals like elephants, lions, and buffaloes often puts local human residents at risk of injury or even death.

For the local Maasai to support wildlife conservation and not retaliate against these animals when conflict arises, they must also be supported. As a result, Big Life has enacted numerous mitigation programs to help minimize the risks, both physically and financially, and to compensate for harm.

Whether it's rangers helping to keep elephants out of farms, compensating livestock owners for losses caused by predators, or helping to rebuild water points damaged by wildlife, mitigating human-wildlife conflict has become a predominant part of Big Life's wildlife protection and community support programs.



HUMAN-ELEPHANT CONFLICT

Elephants are indisputably remarkable animals of immense intelligence, and capable of complex emotions and relationships. But as the largest land animals on Earth, they can be destructive to property and dangerous to people. Not only are they notorious for raiding farms and destroying crops, but they also damage boreholes by ripping out plumbing, and have even been known to trample livestock. If these incidents are left unmitigated, local support of and tolerance for elephants will dwindle.

To keep both people and elephants safe, Big Life has implemented several programs to reduce these conflicts, including mobile ranger units that patrol agricultural areas at night, helping to push elephants away from crops, as well as a regularly maintained crop-protection fence built in the areas with the highest amounts of conflict.



164

Crop-Raiding Incidents

98

Acres Damaged by Elephants

175

Crop Raids Prevented by Rangers

100 KM

Crop-Protection Fencing Maintained

32

Fence Maintenance Workers

63

Additional Conflict Incidents Caused by Elephants (water tank and plumbing destruction, etc)

30

Livestock Killed by Elephants

3

Retaliatory Elephant Hunts Prevented by Rangers

Watch this short video to learn more about our fence project:





PREDATOR COMPENSATION FUND

The lion population in Big Life’s area of operation is one of only a few in Africa that is growing and not declining. This is thanks to a concerted effort by Big Life and our field partners over the last 20+ years to recover the population, which now exceeds 250 lions.

A big part of this effort has been our Predator Compensation Fund (PCF), which pays livestock owners a portion of the value of their livestock lost to predators on the condition that no predators are killed in retaliation. The depredations are verified through a formal process, and varying levels of compensation are offered depending on the circumstances and species responsible.

PCF is currently active on Mbirikani, Eselengei and Kimana. The scale of this program soared in 2022, with over a 40% increase in payouts, since the drought meant weakened livestock, and weakened livestock are easy picking for predators.

Compensation Issued for Predation

Cows: **386**









Sheep/Goats: **3,008**

Donkeys: **35**

TOTAL LIVESTOCK KILLED:
3,429

TOTAL COMPENSATION PAID:
\$143,026

Livestock Killed By

			
HYENA	LION	JACKAL	CHEETAH
Total: 2,317	Total: 426	Total: 312	Total: 267
61%	16%	11%	9%
			
LEOPARD	ELEPHANT	CARACAL	PAINTED DOG
Total: 54	Total: 30	Total: 17	Total: 6
2%	<1%	<1%	<1%

Lion Statistics

2 Lion Mortalities in Big Life’s AOO

0 PCF Violations

2 Retaliatory Lion Hunts Prevented*

**Hunts prevented in coordination with Lion Guardians and Kenya Wildlife Service. Lion population figures courtesy of Lion Guardians.*



MAASAI OLYMPICS

After a two-year delay due to COVID-19, the Maasai Olympics finals resumed in December 2022.

The Maasai Olympics represent a history-changing shift from lion killing to lion conservation. The idea was first hatched in 2008 by the Menye Layiok, or Maasai “cultural fathers,” to create an organized sports event based on traditional warrior skills to replace the long-held tradition of hunting lions as a mark of bravery and prestige.

Every two years, teams are selected through a series of tournaments leading up to the finals across six categories: rungu and javelin throwing, high jump, and 200m, 800m, and 5,000m races. Competing teams include Eselengei, Kuku, Mbirikani, and Rombo.

The games have been a biennial event since 2012, but the 2020 games were cancelled due to COVID-19, making this the 5th round of finals.

The festivities were hugely welcomed by the community. With the drought and lingering impacts of the pandemic, the event was a rare chance for people to celebrate. The day was even briefly interrupted by rains, a welcome relief.

We offer special thanks to our event supporters for making the day a success, including: National Geographic’s Big Cats Initiative, the Disney Conservation Fund, Chester Zoo, Play for Nature, Zoo Basel, and Angama.

14
Pre-Event
Educational
Meetings

160 Competitors

120 Men

4
Team Selection Events

40 Women

6
Regional Tournaments

OVERALL WINNER
Mbirikani

1
Final Event

4,000+
People Engaged



FEATURED RANGER: DANIEL POPOTE

We are exceptionally proud that Big Life Operational Commander Daniel Popote was one of twelve winners of the IUCN International Ranger Award, presented at a ceremony in Rwanda in July 2022. Popote was selected from over 100 global nominations and is one of the first Kenyans to receive the award.

Popote has spent 19 years patrolling and protecting the Kimana Sanctuary, leading teams through difficult missions, and putting his own life at risk by ambushing poachers and responding to human-wildlife conflict incidents. Today, Popote leads a team of 37 rangers for Big Life and has rightly earned the respect of his community and colleagues.

HABITAT PROTECTION

There's no point fighting to save wildlife if there's no space left for animals to live.

As the Greater Amboseli ecosystem changes, habitat for wildlife is being increasingly threatened and Big Life is prioritizing long-term solutions to save the natural spaces remaining.

Much of the Amboseli ecosystem is semi-arid and animals move vast distances as the seasons change. Protecting priority areas with strategic food and water resources, and the migratory corridors that connect them, is critical for maintaining a functional ecosystem that will support thriving wildlife populations for generations to come.





LAND-USE PLANNING AND CONSERVATION LEASES

Ambosemi is facing its biggest threat to date. Previously, most of the ecosystem was kept natural and open for communal livestock grazing and use by wildlife. Today, the Maasai community-owned lands are subdividing, splintering the landscape into thousands of small, privately-owned land parcels. Resultant land sales, fencing and conversion to land-uses such as agriculture threaten the entire fabric of the ecosystem.

Big Life is working with our community partners to avoid this worst case scenario, through intervention during and after the subdivision process. On Eselengei (195,000 acres) and Mbirikani (330,000 acres) ranches, Big Life has financed land-use planning processes and 410,000 acres have been zoned to remain natural and open for wildlife and livestock.

Conservation land leases are an extremely effective way of sustaining this outcome, generating direct financial benefits for individual landowners, in exchange for restrictions on fencing and land conversion.

Following the success of the land lease model in the Kimana Conservancies and Kimana Sanctuary, Big Life has established a lease program on Eselengei, and is planning to expand this approach to protect key habitats in other areas.

This process of enlisting thousands of landowners in habitat conservation efforts is complex and time consuming, but it is the only viable way to protect a rapidly developing ecosystem in the long term.

KIMANA CONSERVANCIES (ALOCA)

336

Landowners Benefitting from Lease Fees

20,160

Acres Protected

51 KM

Tourism Road Network Built

ESELENGEI

598

Landowners Benefitting from Lease Fees

28,106

Acres Protected

148,946

Acres Zoned for Wildlife and Livestock Use

MBIRIKANI

262,350

Acres Zoned for Wildlife and Livestock Use

KIMANA SANCTUARY

844

Landowners Benefitting from Lease Fees

5,700

Acres Protected

2,542

Paying Visitor Days



REDD+ Carbon Project

Kenya's 18 'water towers', all mountains or mountain ranges, cover a tiny percentage of the country's landmass but provide almost all of Kenya's renewable water supply. In Big Life's area of operation, the Chyulu Hills is one of these. This spectacular volcanic range causes huge amounts of rain to fall in a relatively small area.

Unfortunately, the Chyulu Hills have been threatened by land conversion and degradation, both of which contribute to climate change. To address this crisis, Big Life has joined with nine community, government, and NGO partners to create the Chyulu Hills Conservation Trust and implement a carbon credit program.

The Chyulu REDD+ project supports the protection of over 1 million acres of land in the Amboseli-Tsavo-Kilimanjaro ecosystem, resulting in the storage of over 37 million metric tons of carbon. More than 2 million high-quality carbon credits have been sold, with the revenue invested in conservation and community development efforts. It's a win-win situation: biodiversity is protected, carbon emissions are reduced, and local communities benefit economically.

Rangeland Restoration

We can protect land, but if that land is bare then it has little conservation value. High numbers of livestock and the breakdown of traditional rotational grazing practices have resulted in overgrazing and degradation of the rangeland habitats of the Greater Amboseli ecosystem. The elders tell stories about healthy grasslands of times past, while the recent drought has highlighted the current vulnerability of the system and need for urgent action.

This problem has a solution, and nature can heal quickly with a bit of help. Big Life has partnered with Conservation International and Apple Inc. to implement a pilot restoration project on 10,000 acres on Mbirikani. Community teams are controlling erosion and reseeded the land, and temporary no-grazing rules have been implemented to allow recovery. The project is creating jobs, and a restoration scholarship program was created as an additional benefit for participation in the trial. The vision is to scale these efforts across the landscape and restore productivity for the good of wildlife and people.

9,460 Acres of Rangeland Restoration Area

77,898 Bunds Installed to Stop Erosion

337 Acres Reseeded

193 People Employed

Habitat Destruction & Encroachment

Illegal charcoal production, arson, sand harvesting, water extraction, and logging (especially of high-value protected species like sandalwood) are ongoing challenges in Big Life's AOO, and our rangers work hard to minimize these threats and enforce community-developed rules protecting natural habitats and resources. Other risks include trespassing in protected areas, and illegal settlement and grazing, all of which place Amboseli's future at risk.

93 Suspects Arrested in 32 Habitat Destruction Incidents

12 Incidents of Conservancy Rules Enforcement





COMMUNITY SUPPORT

The number one reason that Big Life's wildlife and habitat protection efforts are successful is because the local Maasai community is a key conservation partner and benefits from the work. We understand that if conservation does not support the local community in very real and meaningful ways, including financial remuneration, then sustainable conservation efforts will not be possible. One of the best ways to ensure the long-term success of our conservation efforts is to directly support the community, not only through our employment of rangers and field staff, but also through lease payments, tourism revenue, and by supporting education and healthcare.



EDUCATION

Ask any of the local residents what the biggest conservation-related benefit is to them, and one of the first things you will hear is education. While school fees in Kenya are subsidized, it is not free, and many families struggle to pay the fees. To help, Big Life offers scholarship support for local students at all levels, helps to fund teachers' salaries, supports school infrastructure projects, and facilitates conservation-specific curriculum in schools. In 2022, we also provided school lunches to nearly 30,000 students to ensure they received at least one nutritious meal a day in light of the drought crisis.

494
Long-Term
Scholarships Awarded
Girls: 326 // Boys: 168

288
One-Time
Scholarships Awarded

\$379,327
Scholarships Awarded

12
College/University Students
Supported to Graduation

2,844
Students Reached with
Conservation Education
via 77 School Visits

7
Teachers' Salaries Paid



HEALTHCARE

Healthcare is a key part of Big Life's community support program and by working in close coordination with the Kajiado South Department of Health, Big Life facilitates outreaches that provide primary healthcare, family planning services, immunizations, and antenatal check-ups across the Greater Amboseli ecosystem.

Big Life is also working to improve sexual and reproductive health and rights education for both the wider community and for the youth and adolescents in local schools. This approach not only improves individual health outcomes but also helps to build more resilient and empowered communities.

246 Backpack Medical Outreaches

395 Family Planning Dialogue Days

140 Sexual & Reproductive Health & Rights School Talks

640 Child Rights Club Meetings

31,071 Community Health Volunteer Household Visits

8,431 People Dewormed

12,264 Immunizations Administered

6,293 Family Planning Services Provided

108,014 People Reached with Family Planning Information

5,616 People Received Primary Healthcare





REST IN PEACE, TOLSTOY

In April 2022, Tolstoy, one of Africa's biggest tusker elephants and an icon of the Greater Amboseli ecosystem, died at age 51. He succumbed to infection following a treatment he'd received for a spear wound to his foot, likely sustained upon raiding a local farm.

Tolstoy's death is a reminder of the vulnerability of even the largest of animals, as well as the urgent need to protect habitat for wildlife and manage the interface between wild animals and human activities. There are solutions, and we are making progress despite this tragic setback.

Over his long time on this planet, Tolstoy had a positive impact on countless people, and will be remembered as a calm and gentle giant. Ranger Lekanayia spoke for all of us, saying, "Rest in peace, Tolstoy, we will miss you."

FINANCIALS

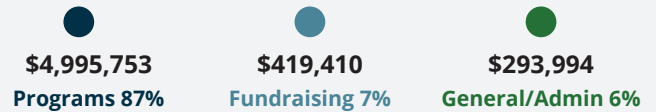
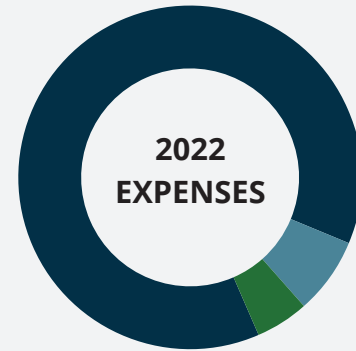
Organization: Big Life Foundation USA | Period: January to December 2022 | Currency: US Dollars

STATEMENT OF ACTIVITIES

INCOME	2022	2021
Contributions & Grants	\$6,771,010	\$6,059,417
In-Kind Contributions	\$89,973	\$116,905
Other Income	\$12,177	\$11,628
Total Income	\$6,873,160	\$6,187,950
EXPENSES		
Programs	\$4,995,753	\$3,754,961
General/Admin	\$293,994	\$236,259
Fundraising ¹	\$419,410	\$415,062
Total Expenses	\$5,709,157	\$4,406,282
Change in Net Assets	\$1,164,003	\$1,781,668
Net Assets, Beginning of Year	\$2,771,993	\$990,325
Net Assets, End of Year ²	\$3,935,996	\$2,771,993

At Big Life, we **maximize every penny** of your contributions.

87¢ out of every **\$1** donated goes directly towards our mission of protecting wildlife and wild lands for the benefit of all.



Our Form 990 tax filings and audited financial statements are available online at: biglife.org/about-big-life/financials.

¹ Big Life receives up to \$120,000/yr of [free online advertising](#) from a Google Ad Grant. Auditing standards require us to categorize this donated advertising as a fundraising expense.

² Big Life maintains two Board-designated funds. One is a reserve fund to be drawn upon in the event of financial distress or an immediate liquidity need resulting from events outside typical operations of the organization, the other is restricted for future land-related expenses.

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We are grateful for the support of our partners, including:

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