



Together we are protecting the endangered snow leopard and its mountain ecosystem through a balanced approach that addresses the needs of local people and the environment.

Thank You.



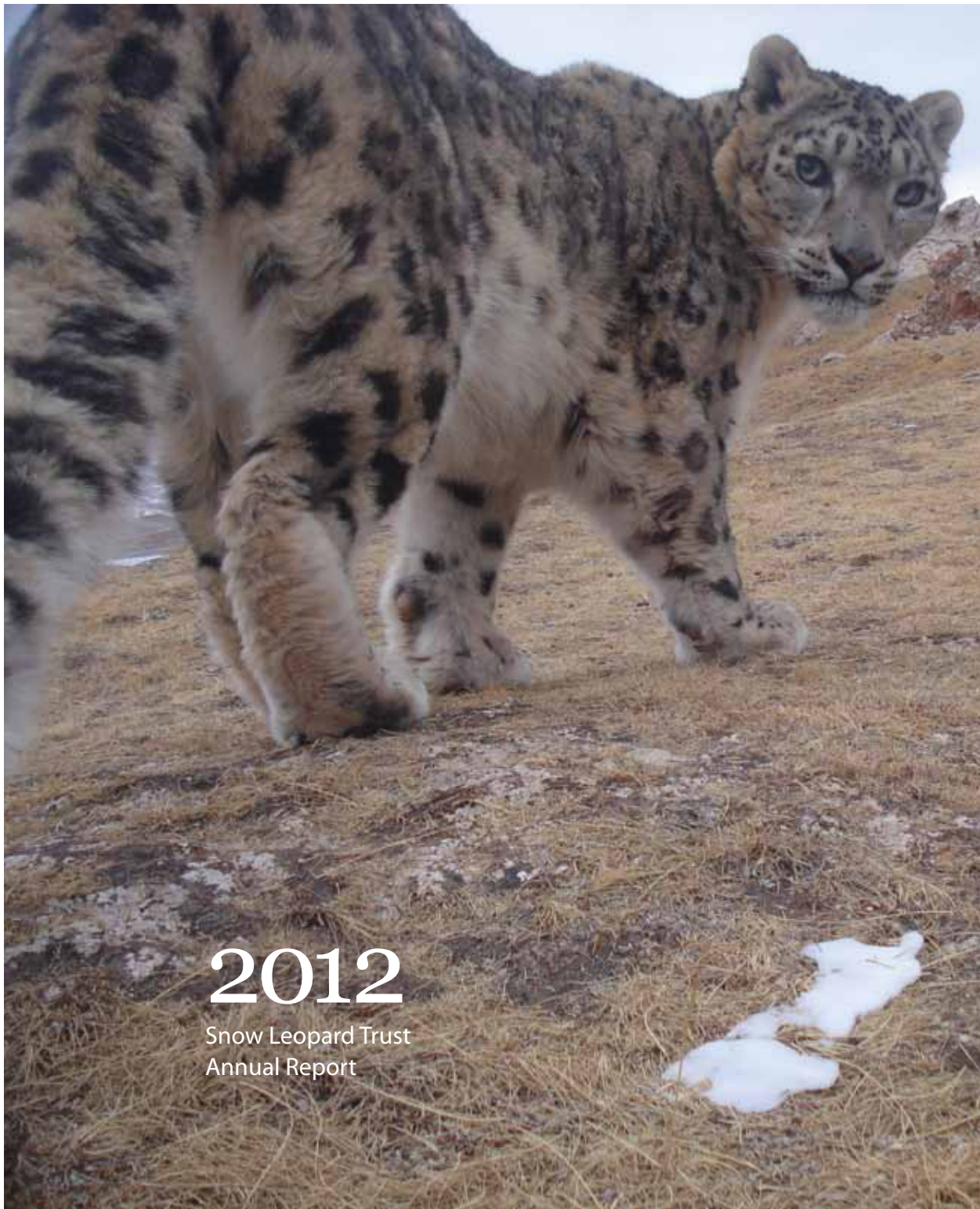
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Page 5 by Snow Leopard Foundation, Pakistan



2012

Snow Leopard Trust
Annual Report



Dear Friends,

Saving a species—especially one with a huge range and diverse threats—is an ambitious goal.

Over the past 30 years, we've had to evolve to meet the most pressing needs of this endangered big cat. In the '90s, we began building partnerships with local communities in snow leopard habitat, and in 2008 we initiated the first long-term snow leopard study.

In the pages that follow, you'll read stories of this groundbreaking work and how it is producing life-saving results for snow leopards.

In 2012, we embarked on a new step in this evolution. We joined the Kyrgyz government and the World Bank's Global Tiger Initiative to convene a global forum on snow leopard conservation.

For the first time, the heads of state of 12 range country governments are leading an effort to protect snow leopards in an unprecedented opportunity that could significantly increase the profile of the cats within each country and bring much needed resources for their protection.

The Trust is at the center of the action, facilitating discussions and providing technical expertise to country delegations. For years we've focused on grassroots conservation, and now we have the chance to share our perspective, advocate for community inclusion in conservation policy, and hopefully build top-down support that will help sustain community programs.

With your continued support, we are remaining true to our commitment to the cats and the communities that share their habitat. And we're bringing that commitment to a global stage.

You have helped us every step of the way and I hope as you read this report you will realize not only how far we've come, but also the incredible potential that lies ahead. Thanks to you, snow leopards are safer across thousands of households and dozens of herder communities; soon, they could be safer across all 12 range countries.

A handwritten signature in black ink, appearing to read "Brad Rutherford". The signature is fluid and cursive, with the first name "Brad" and last name "Rutherford" clearly distinguishable.

Brad Rutherford
Executive Director



Anywhere with sunlight, there will be snow leopards

We've always known that China is pivotal for snow leopard survival; now we've found perhaps the most important snow leopard habitat in China.

Located along the eastern Tibetan Plateau, Sanjiangyuan Nature Reserve sits within the largest continuous snow leopard habitat in China and is a flourishing wildlife hotspot.

The reserve harbors the entire representative complement of mammalian fauna of the Tibetan Plateau and, working with our partner, Shan Shui Conservation Center, we've discovered an astonishing 40 cats using a small 1,500 sq km area of the reserve—one of the densest populations of snow leopards yet identified across the species' range.

In 2012, Shan Shui's team led rapid biodiversity assessments across Sanjiangyuan, marking cat sightings and collecting baseline data on snow leopard prey. This ground truthing, combined with remote sensing and species distribution modeling, made it possible to create the first snow leopard range map for this immense region—which is more than twice the size of Ireland.

We've also completed household surveys across Sanjiangyuan to gain a better understanding of human-snow leopard conflicts, and Shan Shui has started community-based snow leopard conservation efforts in the region.

While in some parts of the reserve there is little human disturbance, in other parts snow leopards face mining, poaching, habitat loss, and persecution.

In 2012, Shan Shui helped villagers in Qianduo pilot a livestock insurance program to compensate herders for livestock lost to snow leopard predation, and trained community members from Yulshul County in the heart of Sanjiangyuan Nature Reserve to patrol and monitor snow leopard prey distribution. They also worked with local monasteries—which wield tremendous influence over the reserve's sacred landscapes—to raise conservation awareness throughout the region and participated in a religious and educational event attended by over 50,000 people.

There is a Tibetan proverb, says Xiao Lingyun, a graduate student with Shan Shui and Peking University: 'Anywhere with sunlight, there will be snow leopards living.' It praises the outstanding dispersal and adaptive skill of snow leopards, and that if we return to them a suitable habitat, they will come back, to 'anywhere with sunlight.'

We've found a great deal of sunshine in Sanjiangyuan and with your help, we will make sure snow leopards can continue to enjoy it for years to come.

What does it take to collect snow leopard data? Our senior researcher, Örjan, looks back on his time in the South Gobi:

"It has been an incredible four years. I've broken an arm, exhausted a knee and bent my nose. My longest period alone was 45 consecutive days, the longest period without a shower was 207. It feels a bit as if I am a new person after all these experiences. In a way it is true—my combined weight loss for all trips is almost equal to my total bodyweight so I guess you could say that at least this is a new body. It sure looks older and more scarred. We have collected more data than any other snow leopard study, now it is time to start analyzing it. Thanks for reading my stories and for all the comments."

Örjan Johansson, PhD Candidate
Swedish University of Agricultural Sciences



Walking with the cats

We literally have nothing better to do than to follow cats all day.

Since our long-term study began in 2008 we have placed satellite GPS collars on 19 snow leopards—more than any previous study in history—and recorded over 19,000 GPS locations.

In 2012, following cats helped us achieve many firsts in snow leopard science: we discovered two active den sites, recorded a male cub dispersing from his mother, and studied a family of female cats spanning three generations.

From these collars, we have collected the best data ever assembled on snow leopard habitat, home range size, social organization and territoriality. We have been able to plot the home ranges of males and females as they shift with the seasons, watch cats interact and overlap in real time, and have identified a few instances of dispersal between mountain chains, which could point to potential corridors snow leopards might need to reach neighboring mountain chains.

The collars have led us to 300 snow leopard hunting sites to learn more about snow leopard diet, hunting parameters, and hunting frequency. We have learned that ibex and domestic livestock make up 60% and 25% respectively of snow leopard diet and that an adult cat needs to hunt large prey every 10-15 days. This is particularly useful information for our conservation programs,

which seek to safeguard wild prey and help herder families mitigate the hardships caused by livestock depredation.

In June 2012, movement data from two collared females helped us to predict when they were with cubs, and to locate their den sites. In a momentous event that made headlines around the world, scientists collected the first-ever data on wild snow leopard cub weight, size, and sex.

In 2012 we also marveled at the travels of a young cat named Ariun who broke the mold—and with it our beliefs about male habitat use—by claiming a home range nearly twice as big as that of any other male snow leopards in our study.

All these incredible discoveries point to the importance of long-term research, and the need to generate longitudinal data in order to see trends—and outliers—in snow leopard behavior; as our study continues, our predictive powers will only get stronger.

Snow leopards have been called ‘ghosts of the mountains,’ and are still considered a highly cryptic species. But slowly and methodically, one GPS point at a time, we are plotting out their stories and answering some of the most basic questions necessary for their survival.

*2012 Long-Term Study Collaborators:
Mongolia Ministry of Nature, Environment and Green Development
Mongolia Academy of Science
Nordens Ark
Swedish University of Agricultural Sciences
Panthera*



A little pain, a lot of gain

Sometimes, to save snow leopards, you have to go the extra mile—by boat.

Snow Leopard Foundation, our NGO partner in Pakistan, has been working tirelessly to expand snow leopard conservation into some of the most important—but remote—valleys of the country's two northernmost provinces, and the going hasn't been easy.

Navigating some of the world's highest mountains, they have braved narrow passes barely wide enough for a single car, and forded roads turned into lakes by melting ice and snow. It's par for the course when you work in a region famous for some of the most extensive glacial landscapes outside of the Polar Regions.

But adding to these hardships, in 2010 Pakistan faced the worst flooding in 80 years, which directly affected more than 20 million people and took down bridges leading to our program sites. Then during the spring of 2012 two of our colleagues were stranded in a small village in Gilgit-Baltistan for a week amidst a severe wave of sectarian violence.

Despite these challenges, their hearty, undeterred spirit and drive have paid off. In 2012, they finalized a momentous four-year expansion of our successful livestock vaccination program in the Hindu Kush

Mountains of Pakistan's Chitral District, and began piloting both the vaccination program and a livestock insurance program in five valleys in the Karakoram-Pamir Mountain range of Hunza Nagar District, near the border of China and Tajikistan.

In Chitral, our colleague's perseverance has brought snow leopard conservation into valleys largely ignored by conservation initiatives, and overall they have more than quadrupled the amount of snow leopard habitat under protection by local communities from under 3,000 sq km in 2007 to over 13,000 sq km in 2012.

Last year they engaged over 2,000 households in snow leopard preservation and every household helped maintain a ban on snow leopard poaching and retribution killing. Most impressively, communities' perceptions of snow leopards are changing and herders have praised these efforts. A herder in Gilgit-Baltistan reported, "A few years ago, we treated snow leopards and other predators as beasts; and killing them used to be taken as a sign of prestige in the community. Now, thanks to the interventions of the Snow Leopard Foundation in the valley, perceptions have changed. We've learned—again—to coexist with these animals."



Enkhtsetseg is working to protect snow leopards in Mongolia. Her name, which means 'strong flower' in Mongolian, only begins to capture her amazing spirit and determination.

One woman raises her voice for snow leopards

by Jennifer Snell Rullman, Assistant Director of Conservation

In Mongolia, women haven't always been a part of environmental decision-making. But that's changing.

On my last trip to the South Gobi, in the summer of 2012, I had the opportunity to visit Enkhtsetseg, a single mother earning extra income through our Snow Leopard Enterprises handicraft program.

After tea, and a long discussion about spinning camel wool, I asked what she knew about the Tost Local Protected Area. Since 2010, our team has been helping the Tost community create and manage a 6500 sq km protected area to safeguard snow leopards from mining encroachment, and in 2012 we started working to increase the level of protection of the area by applying for National Reserve status. Most of the Tost community has been engaged helping to lead these efforts, but since Enkhtsetseg's yurt is in a remote area of the Gobi, 50 km from the nearest meeting center and on the outer fringe of the protected area, I wondered what level of understanding and engagement she had.

I certainly didn't need to worry about Enkhtsetseg's involvement! As soon as I mentioned the protected area, Enkhtsetseg got up, took a map off of the wall and began telling me about some concerns she was having. She knew all about the Local Protected Area, and she was requesting a higher resolution map in addition to the one we had provided. She explained that locally important landmarks like Dundah Spring and the

Sharga Morit Mountain were unnamed, making it hard for her to contextualize its boundaries. She told me she had recently seen non-local people drilling and engaging in exploratory mining. She wanted to be able to use the map to tell if they were inside the border of the protected area or not. If they were, she wanted to show them the map and tell them to get out!

And she had another request: she wanted to be sure the local spring was included inside the protected area. If not, she felt we should all lobby to have it included because it was an important source of water for wildlife, livestock and people, and she didn't want the mining companies to ruin it.

At that moment, I was filled with a sense of hope. Across the vast expanse of the desolate Gobi our conservation messages had not just passively reached Enkhtsetseg. She was engaged and ready to add her unique and powerful voice to the community's collective efforts to make the mountains safer for snow leopards. With Enkhtsetseg's help, we planned to ask other Snow Leopard Enterprises participants in Tost if they had similar concerns, and we agreed all families would get a higher resolution map with recognizable local landmarks so they too could monitor for illegal activity.

Thanks to a devoted conservation team in Mongolia, our efforts to protect the Tost Mountains are stronger as more families, like Enkhtsetseg's, are passionately taking the lead to safeguard this precious habitat.

By the numbers

In 2012, we managed economic development programs to help herders tolerate livestock losses to snow leopard predation. We conducted research to inform our conservation priorities, and we provided educational outreach to raise awareness and understanding for wildlife.

Kyrgyzstan

12

Snow leopard range countries that sent delegations of top officials to participate in the Global Snow Leopard Forum

India

\$2,100

Dollars (USD) paid to 160 families in the Livestock Insurance Program to compensate for livestock lost to snow leopards and increase tolerance for predation

Pakistan

36,000

Domestic animals inoculated through the Livestock Vaccination Program to help families raise healthier herds, tolerate predation, and protect wild prey from disease

China

50,000

People attending a grand Buddhism festival organized by Gongya Monastery heard about the importance of environmental protection and made a promise to conserve snow leopards and other precious wildlife

Mongolia

225

Families participated in the Snow Leopard Enterprises program, making over 30,000 handicrafts and guarding their region from poaching



In India, Himalaya Nature Clubs brought environmental education to over 800 children across 30 schools. During the summer, 148 students attended eco-camps.

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Banham Zoo*
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Baton Rouge Zoo AAZK Chapter
Big Cat Rescue*
Billabong Zoo*
Binder Park Zoo*
Bioparc Zoo de Doué la Fontaine
Blank Park Zoo
Buffalo Zoological Gardens
Chattanooga Zoo*
Cheyenne Mountain Zoo
Chicago Zoological Society
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Cougar Mountain Zoo*
Dakota Zoo*
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Dublin Zoo
Exotic Feline Breeding Compound FCC
Friends of the Big Bear Alpine Zoo*
Great Plains Zoo
Helsinki Zoo
Jungle Cat World
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Lake Superior Zoological Gardens*
Le Parc des Felins
Lincoln Park Zoo
Linton Zoological Gardens
Memphis Zoo*
Micke Grove Zoo*
Midnight Sun AAZK Chapter
Mill Mountain Zoo*
Miller Park Zoo
Milwaukee County Zoo*
National Zoo & Aquarium Conservation Team*
Niabi Zoo*
Nordens Ark*
Omaha's Henry Doorly Zoo*
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Peoria Zoo-Heart of IL AAZK Chapter
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Pittsburgh Zoo*
Plock Zoo
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Potter Park Zoological Society
Puget Sound AAZK Chapter
Rolling Hills Wildlife Adventure
Sacramento Zoo*
San Antonio Zoo & Aquarium
San Diego Zoo
Santa Barbara Zoo*
Sequoia Park Zoo*

Southern Ontario AAZK Chapter
South Lakes Wild Animal Park
Sunset Zoo*
Tautphaus Park Zoo*
Tulsa Zoo
Turtle Back Zoo*
Utah's Hogle Zoo*
Wild Animal Park Planckendael – RZSA
Wildcat Sanctuary
Woodland Park Zoo*
Zoo Boise*
Zoo de Granby*
Zoo Dresden
Zoo Krefeld*
Zoo Liberec*
Zoo New England - Franklin Park Zoo*
Zoo Zurich
Zoologischer Garten Magdeburg
ZooParc de Tregomeur

Bold = \$5,000+

* Selling SLT products

Volunteers

Elizabeth Alexander
Travis Andersen
Amanda Andrews
Chris Barnes

Pairsa Belamaric

Cody Benally
Kris Benassi*
Ashley Breckel
Emily Brooks
Doug Brown
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Paige Coleman
Elena Cheung
Nicolette Purnell
Brianna Reilly
Marlena Staton

Bold = 50+ hours in 2012
* over 3 years of service

Foundation, Government, NGO, Other

Acacia Conservation Fund
Angel Foundation
Anonymous
Association Tendua
AZA Conservation Endowment Fund
Black Rhinoceros Foundation
Blackie Foundation
Blue Moon Fund
Cat Life Foundation
CGMK Foundation
David Shepherd Wildlife Foundation
Disney Worldwide Conservation Fund
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The Melkus Family Foundation
The Seattle Foundation
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Trust For Mutual Understanding
US Fish and Wildlife Service
Valerie Beth Schwartz Foundation
White Pine Fund
Whitley Fund for Nature
Wolff Family Charitable Foundation Trust
World Wildlife Fund-US (via support from USAID)

**Save Our Species is a joint initiative of the Global Environment Facility, IUCN and the World Bank. A fundamental goal is to ensure the long-term survival and well being of threatened species and their critical habitats for biodiversity conservation*

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Special Thanks

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Milky Way Farm Guest House
Jackie Morris
Museum Quality Framing, Wallingford
Silver Cloud Inn
Steve Tracy

A great team: David & Amy Cohn

People are at the heart of snow leopard protection, and we are pleased to honor the many ways in which donors like you are making a difference. David and Amy Cohn are longtime Conservation Partners. They have put in countless hours volunteering, joined our Team Snow Leopard program, and invested in our community programs. "We have chosen to give monthly," says David, "It lets us support a cause we're passionate about, without needing to remember to write the check. And in 2012, in addition to that support, we decided to support the new Livestock Insurance Program in Mongolia by helping fund its initial insurance corpus." Thanks to David and Amy, herders in Mongolia have been able to insure over 3,800 livestock against snow leopard predation. We took a moment to catch up with them and find out what made them so passionate about snow leopards.



Amy~ *"I love to be outside in nature. And being a dental hygienist, I want to help any person or animal in distress. Through David, I became interested in snow leopards. I like the focus on working directly with the communities. You have to make saving animals sensible and worthwhile."*

David~ *"Cats are my thing. My father was a veterinarian, so I have always been around animals. I became interested in snow leopards as a child from seeing them at the Saint Louis Zoo."*

I wanted to find the top 2 or 3 organizations that get top value for the dollars invested. Being in the computer industry, I did a lot of research. The Snow Leopard Trust was the best I found. I think the scientific research to learn about the cats is important."

Team Snow Leopard

Thank you to the 396 people who took part in our Team Snow Leopard monthly donor program in 2012. You raised over \$70,000 for snow leopard conservation!

State & Federal Combined Campaigns

Thank you to all the federal and state employees—from Washington state to the US Capital, to employees stationed overseas. In 2012, more than \$35,000 was raised through 103 CFCs, WA State Employees Combined Campaign, CA State-Sacramento fund drive, and State of WA Combined Fund Drive.

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Office Manager: Katie Yankula
Administrative Assistant: Arnica Luther
Zoo Programs Manager: Marissa Niranjan
Web Developer: Abigail Evans
Donor Relations Manager: Antonia Jindrich
Development Associate: Deborah Turnbull

Field Office Collaborators

Nature Conservation Foundation, India
Snow Leopard Conservation Foundation, Mongolia
Shan Shui Conservation Center, China
Snow Leopard Foundation, Kyrgyzstan
Snow Leopard Foundation, Pakistan

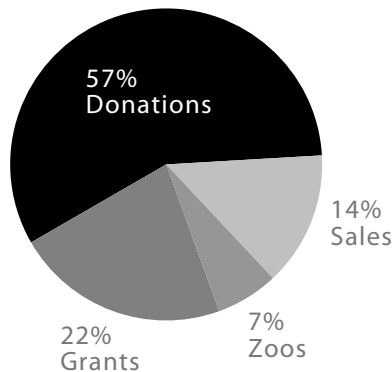
Board of Directors

Carol Hosford *President*
Rhetick Sengupta *Vice-President*
Andrea Gates Sanford *Vice-President*
Steven Kearsley *Secretary-Treasurer*
Elizabeth Alaniz
Betsy Dennis
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Jed Gorden
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Walter Pereyra
Gayle Podrabsky
Elizabeth Singleton
Erica von Studnitz

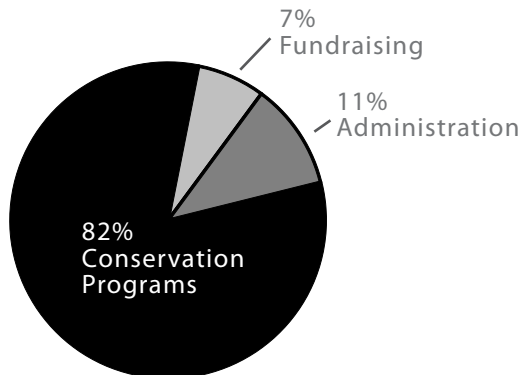
Financial Summary

In 2012, thanks to our growing group of supporters around the world, the Snow Leopard Trust was able to increase the amount of funding directly protecting snow leopards in the wild. It is a high priority for us to ensure we manage your donations wisely and we are pleased to have another year of Charity Navigator's highest 4-star rating.

Revenue*:
\$1,480,000



Expenses:
\$1,325,000



* Revenue does not include permanently endowed gifts.

Financials reported here are unaudited. The Snow Leopard Trust is audited every year and results for 2012 will be available by fall 2013.