



ESCAPE FOUNDATION

ENDANGERED SPECIES CONSERVATION
AND PROTECTION EXCHANGE

New Strategy and Executive Director

Dear All,

The ESCAPE Foundation was founded in 2011 with the vision of protecting and restoring endangered and threatened wildlife species across the globe by encouraging the collaboration of world-class talent and local expertise. To date ESCAPE has focused its efforts and funding on combating the illegal killing of elephants by supporting boots on the ground initiatives to stop poaching and international organizations aimed at combating the root causes behind the demand for ivory.

This initial focus has proven successful. Organizations such as Stop Ivory, the Elephant Protection Initiative (EPI) and Space for Giants are raising awareness internationally about why it's vital that urgent action be taken to address the plight of elephants. In addition, increased levels of funding are being secured through organizations, such as the Tusk Trust, to support efforts around the globe by governments, conservationists and citizens seeking to protect elephants and other endangered species.

Through the funding provided by ESCAPE, organizations such as Save the Elephants (STE) and the Mara Elephant Project (MEP) are the leaders in protecting elephants. The number of elephants being poached for their ivory has been reduced in the areas where these organizations provide enhanced protection in

partnership with the Kenyan Wildlife Service and others. In contrast, numbers of killed elephants and other endangered species like rhinos, lions, leopards and cheetahs continue to rise due to the illegal wildlife trade, human-wildlife conflict (HWC) and loss of habitat in unprotected areas. In order to sustainably conserve these declining species, it is imperative to secure their existing habitats and re-establish former rangelands. The protection of elephants and the protection of their habitat will take strong political leadership, partnerships and an increase in stakeholders' willingness to work together towards a common goal.

Over the last number of months, the ESCAPE Foundation has undertaken a review of what we have achieved with our partners over the last five years. We have taken time to consider how best to build on the progress we've made, the changing context in which we operate and to identify where we believe our efforts would be best focused in the future to address the key issues facing endangered species. Our vision is that *Elephants, and other endangered keystone species, will be secure and co-existing at sustainable levels with humans in their traditional habitats.* Our mission is *To protect and restore endangered wildlife species globally by funding boots on the ground initiatives and well-informed charitable partners.*

To achieve our vision and mission we have set ourselves the following challenging, but achievable objectives:

Protection

- Secure the immediate protection of elephants in the Greater Maasai Mara Ecosystem through the reduction in poaching and HEC with the support of boots on the ground operations
- Reduce the demand for ivory by supporting effective advocacy organizations and initiatives working at the national, regional and international level

Habitat

- Protect the habitat and ability of elephants to continue to migrate across the rangeland through the development and implementation of integrated land-use planning and rangeland management approaches in the Greater Maasai Mara Ecosystem
- Demonstrate and promote viable conservation compatible enterprises for local communities

Education

- Incorporate wildlife and conservation-based curriculum into early childhood education in the Maasai Mara
- Develop the next generation of conservation leaders in the Greater Maasai Mara Ecosystem through innovative social media education campaigns and the provision of scholarships, internships and mentoring

If we are to achieve our objectives, we need to increase our internal capacity. With this in mind, it is my pleasure to welcome Brian Kearney-Grieve as the new Executive Director of the ESCAPE Foundation. Reporting to myself and the ESCAPE board, Brian will be responsible for leading the implementation of our new strategy and day-to-day operations.

Brian brings a wealth of experience to ESCAPE. In a consulting capacity he has acted as a special advisor and supported the review and development of the strategy for both ESCAPE and the Mara Elephant Project. Prior to joining ESCAPE, he was the Program Executive for Reconciliation and Human Rights Program at Atlantic Philanthropies in the Republic of Ireland for over a decade where he led their highly impactful grants programs in the areas of higher education, human rights, migration, disability and sexual orientation. He has extensive experience in developing and implementing funding programs, field building, working in partnership with others and supporting effective advocacy resulting in systemic change. He continues to serve as Advisory Board member of Ariadne, the European Network of Social Change and Human Rights funders, was a founding steering committee member of the European Consortium of Foundations on Human Rights and Disability, and vice-chair of the European Program on Integration and Migration from 2012 to 2014. He is the vice -chair and Non-Executive Director of Sevis Finansye Fonkoze, the largest micro finance institution in Haiti.

Before joining Atlantic Brian worked in South Africa and Ireland for PricewaterhouseCoopers in their Management Consulting Services' Strategic Change unit specializing in change management, organization development and performance improvement in both the private and public sectors. He has established, led and advised NGOs specializing in the areas of micro-enterprise finance and development, employment creation, youth reconciliation and conservation. Brian holds a B.Comm and an Honors degree in Economics from the

University of KwaZulu, Natal, South Africa and an MBA from Trinity College
Dublin, Ireland.

Please join me in welcoming Brian to ESCAPE.

Kind Regards

Suzie Fehsenfeld

Founder