



**Impact  
Report  
2022-3**

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“EC has played an crucial role in the development of well-trained, passionate, and committed conservation leaders”  
- ZCP



# Introduction

Elephant Charge is a fundraiser organisation investing in the future “health” of Zambia’s environment. Elephant Charge UK is a charity registered in the UK (No. 1203341) and Elephant Charge Ltd is a non profit company registered in Zambia. Both organisations have the same goal – funding the incredible work of conservation organizations and conservation education initiatives throughout the country. And both are managed by volunteers, with some overlap.

Zambia has incredible natural recourses from wilderness and wildlife, to waterways and wetlands, from grassland to forests but “Zambia ranks among the countries with the highest levels of poverty and inequality globally” (World Bank). With the population predicted to double by 2025, there is considerable pressure on the habitats and environment. Without a change of mindset and putting a higher value on the environment, the country is set to face a future with a severely degraded environment.

Established in 2008, EC Zambia has raised \$1,800,000 through hosting an annual 4x4 event with teams competing to complete a course in the shortest distance. It is the largest fundraiser for conservation in Zambia. EC UK was established in 2023 and will be raising funds from UK and Europe based corporates and individual donors. In 2024, EC USA will be registered as a 501c nonprofit organisation. This gives the concept of Elephant Charge, a conservation fundraiser, a more global platform for fundraising.

“...nurturing an environmentally aware mindset and **building a conservation culture**, in both the youth throughout the country and the communities living in sensitive areas”



# Supporting conservation work through 3 pillars:

## Conservation Education



## Human Wildlife Co-existence



## Conservation Field Work



## to meet the following objectives

- To strengthen “conservation education” in schools across the country, more especially in eco sensitive areas
- To stimulate and support the development of young conservationists and emerging eco warriors
- To create an environmentally aware mindset and behavior change, particularly in communities living near protected areas
- To support mitigation in critical Human-Wildlife Coexistence zones
- To provide funding for field conservation work and essential capital expenditure
- To create a wide reaching, eco-active community of Chargers, Sponsors, Supporters and Conservationist in Zambia

# Elephant Charge 2022

## Beneficiaries 2022-3

Wildlife & Environmental Conservation Soc of ZA	\$27,143
Chipembele	\$16,286
CLZ - Conservation Lower Zambezi	\$16,286
Musekese	\$16,286
BirdWatch	\$16,286
CSL - Conservation South Luangwa	\$16,286
GRI - Game Rangers International	\$16,286
Kasanka Trust	\$16,286
ZCP - Zambian Carnivore Program	\$16,286
KFRP - Kafue Flats Restoration Partnership	\$16,286
Chimfunshi Wildlife Orphanage (CWOT)	\$7,429
CATS	\$7,429
Nsumbu Tanganyika Conservation Programme	\$7,429
Project Luangwa	\$4,800

**Totals \$200,800**

# Combined impact of these funds spent in 2023

## Conservation education



## Messaging through media

The funds raised by Elephant Charge are focused on impacting the youth from a young age through to supporting the development of conservation leaders and champions.

**60,000 kids** in **1800 school clubs** had ongoing conservation education.

This is only **11%** of the government schools. The goal is to continue to expand the conservation school clubs across the country.

**TV programs - 13** reaching **1,500,000**

**Radio programs - 70** programs reaching an estimated **1,840,000** listeners via **17** radio stations out of Zambia's **111** radio stations (**15%**)

The combined direct social media reach of the beneficiaries, promoting conservation and also Elephant Charge is **570,000**

EC Beneficiaries supporting further education in the natural sciences:

**17 student interns**

**24 graduate interns**

**9 master degree holders**

**76 developing leaders & 21 managers**

Beneficiary distribution report			PILLAR EDUCATION	PILLAR HWCx & COMMUNITY SENSITIZATION	PILLAR FIELD WORK
Wildlife & Environmental Conservation Soc of ZA	\$27,143	1200 schools, 46000 club members, orientated 50 teachers, impacted a further 600 kids, 12300 conservation booklets distributed, 40 radio programs, 723 kids in clean up event, 10544 trees planted by kids, 40 radio programs, 13TV programs	\$27,143		
Chipembele	\$16,286	53 schools, and 63 clubs, with 59 teachers orientated, and 1770 kids in the clubs with a further 800 impacted. 1062 school visits, 1205 kids visited project and 525 trees planted. Community sensitization events 288 with 5760 people in attendance.	\$10,000	\$6,286	
CLZ - Conservation Lower Zambezi	\$16,286	65 clubs in 65 schools, with 24 orientated teachers impacting 3500 kids. 144 park visits, 2565 booklets distributed. Education officer wage paid. 4 community events, with 360 people. 8 global days celebrated in community.	\$13,286	\$3,000	
Musekese	\$16,286	Essential capital expenditure for field work - 1 storage container, 1 vehicle, 2 laptops plus field team costs			\$16,286
BirdWatch	\$16,286	45 schools & clubs, 10 teachers, 3500 kids impacted. 16 school visits and 950 kids and teachers in attendance. 200 booklets. 210 trees planted, 5 tertiary student interns. 7 global days celebrated and 4 bird monitoring counts completed.	\$16,286		
CSL - Conservation South Luangwa	\$16,286	Fun Run day sponsored with 6000 community members, monthly drama day and 1900 attended. 3 radio shows with reach of 50,000. In HWCx 3 motorbikes, one officer salary, 695 assessments, supporting 3 co-operatives equalling 54 people (alternative livelihood training)		\$16,286	
GRI - Game Rangers International	\$16,286	50 schools, clubs with 100 teachers, 2000 kids and 1200 school visits. 2000 booklets and 2 salaries paid for. 12 radio shows with 120,000 reach /show. 42 community education meetings with total 2478 people attending. 54 direct livelihood impacts.	\$10,000	\$6,286	
Kasanka Trust	\$16,286	17 schools, 21 clubs, 60 teachers, 1260 kids, 250 booklets, 306 park visits, 1 Education officer	\$16,286		
ZCP - Zambian Carnivore Program	\$16,286	10 schools, clubs with 242 kids, 125 school visits. 469 kid visit to National Park. 81 community sensitization events and 9 global day celebrations. 1131 carnivores monitored and 13800 snare checks, 17 de-snared animals.	\$10,000		\$6,286
KFRP - Kafue Flats Restoration Partnership	\$16,286	21 schools, 30 clubs, 140 teachers orientated, 2000 kids, 300 booklets plus a further 500 kids impacted. 40 school visits, 473 visited National Park. 4 radio programs aired, each to 1000 people. 10 community sensitization interactions with 1200 in total attending. 63 adults livelihoods impacted. 23 field staff trainers, 1 bird count.	\$13,286	\$3,000	
Chimfunshi Wildlife Orphanage (CWOT)	\$7,429	10 schools, 2 clubs, 5 teachers, 1100 kids impacted and 50 booklets distributed. 40 school visits, 3250 kids to project. 1 Education Officer salary. 4 community events, 70 in attendance. 2 global days with 320 people. 400 livelihoods directly impacted.	\$7,429		
CATS	\$7,429	7 schools, 7 clubs, 7 teachers orientated, 310 club members, 406 other kids impacted and 187 school visits. 87 kids to N Park. 14 community education events with 4545 people. 3 global days celebrated, 300 livelihoods impacted.	\$3,429	\$4,000	
Nsumbu Tanganyika Conservation Programme	\$7,429	Funding transferred to 2023-4 for development of school clubs in 5 schools.	\$7,429		
Project Luangwa	\$4,800	Contributed to eco stove project that are built in community - 167 sensitization meetings and 3340 people in attendance. 2526 stoves built, and 918 trees were planted.		\$4,800	
<b>Totals</b>	<b>\$200.800</b>		<b>\$134,572</b>	<b>\$43,658</b>	<b>\$22,572</b>
			<b>67%</b>	<b>22%</b>	<b>11%</b>

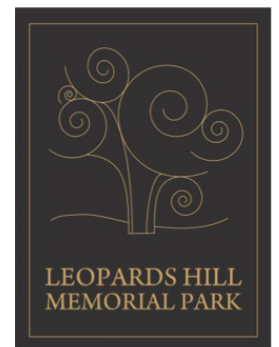
# Sponsors



City Graphics



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# Beneficiaries



Thank you to all the sponsors,  
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