At Endangered Species Chocolate (ESC), we are dedicated to making a positive impact. While our look has changed this past year, our commitment to species, habitat, and humanity remains steadfast, our contributions to these efforts continues to grow, year after year.

Every purchase of an ESC product funds initiatives around the globe that ensure wildlife can continue to thrive. The 10% of our profits dedicated to our GiveBack partners, empower projects that protect endangered species and their natural habitats. Our commitment to Fairtrade practices certifies our products are supporting the farmers, workers, and communities that make them possible.

In this past year, our partners, Wildlife Conservation Network and Rainforest Trust, along with our GiveBack alumni, led worldwide conservation initiatives with the support of ESC. With our combined efforts, our partners were able to accomplish all of the below in 2018, and more.

- In addition to the land protected, $299,350 in Fairtrade Premiums were allocated to support farmers, their families, and communities in Cote d’Ivoire.
- Funding of projects that address threats to lions including habitat loss, human-lion conflict, and the loss of lions and prey from illegal bushmeat poaching.
- Efforts to stop the poaching of elephants and eliminate the trafficking and demand for elephant ivory.

To represent our brand values of longevity, loyalty, and stewardship at Endangered Species Chocolate, we have chosen the elephant to represent our mission in our new logo. These principles guide us in our mission to provide delicious chocolate that supports meaningful conservation.

We are excited to share the impact our partners have made this past year and are looking forward to our continued efforts in the next, and beyond.

Curt Vander Meer, CEO
SINCE 2016

OVER $1.7 MILLION has been donated to our GiveBack Partners

LEARN MORE
rainforesttrust.org | wildnet.org | xerces.org | awf.org | chimphaven.org | seeturtles.org
Endangered Species Chocolate is committed to crafting delicious premium chocolate while supporting species, habitat, and humanity. With our partners, practices, and impact, we are proud of our role in helping shape a brighter tomorrow.

**species**
With $1.7 million donated to our GiveBack partners since 2016, your purchases have helped add up to something big: impactful support to help wildlife thrive.

**Habitat**
With the donation of 10% of our annual net profits to organizations doing impactful work on behalf of species and habitats around the world our chocolate goes directly to a good cause.

**Humanity**
With our commitment to Fairtrade our sales benefit and empower the farmers, as well as their communities.
“Endangered Species Chocolate has been a champion for wildlife conservation through its mission and actions. They have provided invaluable support to WCN and its field conservation partners for over three years. ESC is a company that lives out its values and has an ability to connect with people around the world in a delicious and meaningful way. We are grateful and honored to be part of the ESC family. Because of our partnership with Endangered Species Chocolate, wildlife around the world has been given a brighter future.”

— Charles Knowles: President & Co-founder, Wildlife Conservation Network

“The commitment to conservation that Endangered Species Chocolate has shown over the last decade is tremendous. Their leadership and innovative approach are to be commended.”

— Dr. Paul Salaman: CEO, Rainforest Trust

learn more at wildnet.org
learn more at rainforesttrust.org
OVERVIEW

Wildlife Conservation Network (WCN) provides the world’s leading independent wildlife conservationists with the tools and funding needed to save endangered animals around the world.
Since 2002, Wildlife Conservation Network has acted like a venture capital firm for wildlife: identifying the best projects, ideas, and people on the ground working to save wildlife, and investing financial and technical support to help elevate and scale their impact. WCN is committed to community-driven solutions that ensure both people and wildlife can thrive and to find solutions that can be sustained into the future. As a GiveBack partner with Endangered Species Chocolate, WCN has ensured a brighter future for sharks, rays, penguins, elephants, cotton-top tamarins, saiga antelope, okapi, and lions – helping people, animals, and habitats worldwide.
In 2018, the Lion Recovery Fund (LRF) entered its second year, funding exceptional projects that are addressing threats to lions like habitat loss, human-lion conflict, and loss of lions and prey from illegal bushmeat poaching.

**Prototyping Core Areas for Lions**

One of the key objectives of the LRF is to strengthen the protection of core lion habitat across the continent, and to help establish a conservation presence in areas where there was previously little to none. In 2018, the LRF funded seven projects that expanded support for the management of protected areas, across Angola, Zambia, Nigeria, South Sudan, and Tanzania.

**Promoting Coexistence Between People and Lions**

The conflict between lions and the local communities living alongside them—typically due to lions preying on livestock, resulting in retaliatory killings—is one of the biggest threats facing lions. In 2018, the LRF funded four more projects tackling this threat, three of which were in Tanzania, where the problem is severe.

**Campaigns Projects and Convening Initiatives**

In 2018, the LRF supported multiple innovative campaigns to abate threats to wildlife and build the public, political, and philanthropic will for lions. Another project was the establishment of a lion database that will be used to provide a continually updated assessment of the abundance and distribution of lions in Africa.
As of year-end 2018, ECF supported:

- **238 PROJECTS**
- **72 CONSERVATION PARTNERS**
- **35 COUNTRIES**
- **100% OF DONATIONS GOING TO THE FRONTLINE**
- **$16.4M DEPLOYED TO PROJECTS ACROSS AFRICA AND ASIA**

**IMPACT**

The Elephant Crisis Fund (ECF) identifies and invests in the most effective projects and partners in Africa aimed at stopping the ivory trade in Africa and reducing demand in ivory consuming nations. The ECF exists to fuel their efforts, encourage collaboration, and deliver rapid support to stop the poaching of elephants and eliminate the trafficking and demand for their ivory.

**ANTI-POACHING**

In 2018, ECF continued to see its prior investments supporting law enforcement to combat elephant poaching bear fruit in the Democratic Republic of Congo and Chad. ECF also invested in elephant tracking collars, increased investigative capacity, ramped up elephant protection measures, and strove to create stronger political support needed to save elephants in hostile environments.

**ANTI-TRAFFICKING**

In 2018, ECF supported investigations into ivory seizures and organized crime networks. Funding to partners in Uganda, Kenya, Malawi, Tanzania, Cameroon, and Zambia led to large numbers of arrests and successful prosecutions of ivory traffickers. ECF also supported direct law enforcement action to unearth crime networks in ivory and other wildlife trafficking across Asia.

**DEMAND REDUCTION**

The ban on ivory sales in China went into full effect at the beginning of the year. While it appears that legal ivory outlets have closed, there is still much ivory for sale at illegal outlets and on the internet. ECF provided funding to partners who are working with the Chinese government to help resolve issues, and conduct outreach campaigns to reinforce the message that buying ivory is now illegal. ECF also funded a major report to shine a spotlight on the illegal ivory trade in neighboring Asian countries.
400 elephants are being tracked across Africa by Save the Elephants, in collaboration with partners, in an effort to better understand their behavior and to meet elephants’ conservation needs.

Over 100 snow leopards are being saved from retaliatory killings because of the 31 new predator-proof corrals that Snow Leopard Conservancy, in collaboration with Snow Leopard Conservancy – India Trust, helped farmers build in India to better protect their livestock.

215,100 saiga antelopes were recorded across all three saiga populations in Kazakhstan in Saiga Conservation Alliance’s most recent aerial survey. This is a significant 35-40% increase in population from the previous year.

Two notorious wildlife poachers were arrested for possession of bushmeat, snares, and cyanide used to kill elephants, thanks to the anti-poaching dogs in Painted Dog Conservation’s K9 unit, who played a key role in their capture.

50 new rangers were recruited and trained by Okapi Conservation Project; they are part of a force that now includes four women and three Mbuti pygmy rangers.

297 acres of forest corridors will now be protected and restored for cotton-top tamarins, thanks to a new conservation agreement between Proyecto Tití and 30 new farmers and cattle ranchers in northern Colombia.

One shark and ray species, the largemouth sawfish, was discovered by MarAlliance across multiple sites in Panama. The largemouth sawfish is the most threatened of all shark and ray species, and was thought to be extinct in Panama. MarAlliance is now working to revive this species across these sites.
Since 1988, the U.S.-based conservation nonprofit organization, Rainforest Trust, has helped safeguard over 18 million acres of wildlife habitat around the world. By working with in-country partners and communities to identify ecosystems that are home to the planet’s most threatened species.
APPROACH

Rainforest Trust helps establish protected areas through their partners’ direct purchase, the designation of national parks and reserves, or the creation of community conservation areas where local residents help maintain the sites to ensure lasting protection. Rainforest Trust also focuses on animals and areas that are less well-known. As a GiveBack partner with Endangered Species Chocolate since 2016, Rainforest Trust has helped create over 100 protected areas across Latin America, Africa, and Asia. Through funding, Rainforest Trust has supported more than 200 projects worldwide.
In 2018, Rainforest Trust, in collaboration with local partners, declared or purchased a total of **1,926,110.36 acres** in **33 protected areas**.

This brings the total acres saved since founding 30 years ago to **20,026,158.66 acres** in **149 protected areas**.

The Rainforest Trust partner network now consists of **168 partners** across a total of **60 countries**.

With ongoing projects across **28,132,853.56 additional acres**, are on track for meeting target of protecting **50 million acres by the year 2020**.

**Saved in 2018 through the ESC GiveBack Partner Contribution**, which was matched by the SAVES Challenge; allowing Rainforest Trust to protect almost 130,000 acres.

**961 ACRES SAVED THROUGH #MYCHOCOLATEACRE**

ESC helped save 961 acres with the *My Chocolate Acre campaign for Earth Day*. For every social media post using *#MyChocolateAcre*, ESC followers saved one acre of forest in Cote d’Ivoire. This habitat contains some of the highest biodiversity levels in West Africa and is one of the locations where Endangered Species Chocolate sources sustainable cacao.
A SPECIAL THANKS TO OUR ALUMNI PARTNERS

Our commitment to our partners extends beyond the designated term of our annual GiveBack partnerships, and into ongoing support. Endangered Species Chocolate continues to provide to organizations that have previously served as our GiveBack partners, through our Alumni Program.

Just as all of our partners, past and present, continue to do important work, ESC continues to provide valuable support to past partners.

AWF helps ensure Africa’s wildlife survives, by putting safeguards in place like training rangers, using sniffer dogs, and empowering communities to conserve. Learn more at awf.org

By using applied research, engaging in advocacy, providing educational resources, and addressing policy implications, the Xerces Society endeavors to make meaningful long-term conservation to bee habitats. Learn more at xerces.org

SEE Turtles protects endangered sea turtles throughout the globe by supporting community-based conservation efforts and encouraging member participation through a series of hands-on programs. Learn more at seeturtles.org
Fairtrade cocoa farmers come together to decide democratically how to invest Premiums paid by Endangered Species Chocolate. Year after year the votes mirror community values of education and building strong cocoa cooperatives.

Endangered Species Chocolate cooperatives have used Fairtrade Premiums to support education in their communities in Cote d’Ivoire. Where schools were overcrowded, Fairtrade Premiums have funded new school buildings and classrooms. Where students previously had to walk long distances to reach a decent school, Fairtrade Premiums have funded new, accessible schools.

Fairtrade Premiums were also spent towards infrastructure (warehouse storage, transportation, etc.), tools and materials (seedlings, fertilizer, etc.), improving the quality and consistency of cocoa cooperatives in Cote d’Ivoire.

“Our commitment to Fairtrade is a commitment to people. All of the cocoa that we use in our products is fully traceable and ethically sourced. The Fairtrade Mark is the world’s leading icon showing ethical and sustainable certification, and it is worn proudly on all Endangered Species Chocolate labels.”

— Hans Theyer, Executive Director, Fairtrade America

$299,350

IN FAIRTRADE PREMIUMS PAID IN 2018 WENT TO SUPPORT FARMERS, THEIR FAMILIES AND COMMUNITIES IN COTE D’IVOIRE.
As we reflect on 2018, we are extremely proud of our GiveBack and Alumni partners for the incredible work they have accomplished this year as leaders in conservation around the world. We’d also like to give a special thanks to the Fairtrade suppliers who provide the ingredients to make our chocolate sustainably and ethically.

Looking ahead to 2019, we are as determined as ever to continue our work crafting delicious chocolate while supporting species, habitat, and humanity. As we continue to make strides towards wildlife conservation, we will continue to strive for innovation in our flavors when creating our chocolate, delighting our customers along the way. We will continue our ongoing commitment to partnering with the right organizations – a value of ours that remains constant.

We will continue doing the work we are passionate about, creating irresistible chocolate, with an important end goal – growing our GiveBack, and our capacity to do good, year after year. We can’t wait to see what the next year will bring. Thank you for joining us in our commitment to a powerful mission and exceptional taste!

- The Endangered Species Chocolate Team