



CONSERVATION STRATEGY FUND | ANNUAL REPORT **2011**





# 20 million acres

Conservation Strategy Fund finds solutions to the world's conservation challenges through the strategic use of economics. Since 1998, CSF has delivered a unique combination of training and field studies aimed at improving conservation policy and management.

We have now helped conserve more than 20 million acres of flourishing ecosystems. We do it by reinforcing the efforts of local advocates, park managers, and scientists, giving them a solid economic rationale and strategy for conservation in the face of looming threats.

The successful delay of the paving of the BR-319 highway in the Brazilian Amazon accounts for a majority of this figure. CSF Brazil proved that the cost of the blacktop outweighed its benefits by \$150 million and also provided the budget estimate for protecting 29 new and existing reserves along the road's path. This success means that, over time, two billion tons of CO<sub>2</sub> emissions could be avoided—more than the U.S. emits in one year.

CSF analysis has also contributed to protection of the Peruvian rainforest, Brazilian savannas, and indigenous reserves, as well as other endangered ecosystems.



“I became involved with CSF because conservation economics can be a real game-changer when it comes to preserving nature. Putting economic tools in the hands of conservationists has a multiplier effect that can yield increasing success year after year.”

**PETER ROGERS** | BOARD CHAIR OF CSF



296649740020304711264837598366475826374801458752690131250215150154896870325069804568

# Training Yields Results

In 2011, CSF trained close to 300 people in 11 courses, bringing our total number of graduates to more than 1,500 from 80 countries. We also delivered workshops on the use of CSF's innovative online HydroCalculator tool in Colombia, Brazil, and Bolivia. The Alianza Andes Tropicales (AAT) joined CSF for the first time to give courses in Economic Tools for Conservation in both Colombia and Peru. And we gained another new partner: the Woods Institute for the Environment at Stanford University, which cosponsored our international course in California this year.

For the first time, we taught natives in the Brazilian states of Amazonas and Rondônia how to create successful business plans for sustainable forest products. Another first was the delivery of a course on the economics of reducing carbon emissions from deforestation, delivered in partnership with the UN Economic Commission for Latin America (CEPAL) and the German Agency for International Cooperation (GIZ). 2011 also marked the completion of our Andes Research Fellows program, in which CSF mentored six emerging researchers conducting studies on topics such as indigenous peoples' game management, natural and cultural tourism, how to reduce carbon emissions caused by deforestation, and climate impacts of large hydro development.

We often hear about the positive impact of training years later. For example, CSF graduate Ephrem Balole of the Democratic Republic of Congo wrote us this year to describe how he used economics to push back a proposal to drill for oil in Virunga National Park, home to abundant wildlife, including endangered mountain gorillas.



“The CSF program connects both sides—people and nature—and taught me ways to do conservation better with economic tools. And, for the first time, I enjoy numbers!”

**PAULINA GODOY AGUILAR**

AMIGOS PARA LA CONSERVACIÓN DE CABO PULMO AC | **MEXICO**



“When we met the CSF team, we knew how to defend the forest and people, but we had no idea how to make a business plan. CSF taught us how to use economic tools and supported our actions with indigenous people. They put their knowledge in the service of conservation and indigenous rights. This is what CSF brings to us.”

**IVANEIDE BANDEIRA CARDOSO**  
KANINDÉ ASSOCIATION | **BRAZIL**

# Field Work Highlights

CSF supports the efforts of indigenous groups, such as the Suruí and Parintintin peoples in the Brazilian Amazon, by helping them develop a sustainable tourism business while protecting more than one million acres of intact rainforest they call home.

Our new Roads Filter tool, released in August 2011, assesses the environmental, economic, and social impacts of South American rainforest roads, allowing us to more quickly and accurately distinguish the wasteful and damaging roads from those that make countries better off.

In 2011, we showed that producers of Bolivian wild chocolate (sourced from uncultivated forest cacao) could comfortably charge a premium for their product. In December, Selva Cacao began their second production run of chocolate bars. In addition to the sales of the wild chocolate to producers, they will receive 10 percent of the profits sold in markets.

This ensures that this rainforest crop can play a growing economic role in protecting that country's remaining rainforest.

Our analysis and advice to Brazil's national park system continue to reinforce the long-term economic viability of a string of protected areas, covering millions of acres across this vast nation. This year, we completed analyses in the Atlantic Coastal Forest, the Amazon, and the Cerrado woodlands, where we also worked with park service staff on a financial plan that would provide better services and strengthen the tie between Brazilians and their natural environment.

# Acknowledgments

- Abacot Fund of the Sonoma County Community Foundation
- The Acer Fund
- Borel Private Bank and Trust
- Cargill
- Conservation International
- The David and Lucile Packard Foundation
- Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
- Firedoll Foundation
- Larry L. Hillblom Foundation
- Instituto Internacional de Educação do Brasil
- Gordon and Betty Moore Foundation
- John D. and Catherine T. MacArthur Foundation
- The Nature Conservancy
- Programa de Investigación Estratégica en Bolivia
- Rickshaw Bagworks
- San Francisco Zoological Society
- Skoll Foundation
- Skywords Fund of RSF Social Finance
- SOS Mata Atlântica
- US Agency for International Development
- US Forest Service
- Wildlife Conservation Society
- World Wildlife Fund's Education for Nature Program
- Bill and Shirley Andrews
- Margaret Davenport
- Phyllis Faber
- Bob and Elissa Hambrecht
- Charles L. Knowles
- Wanda Kim and Rob Lilley
- P. William Parish
- Linwood Pendleton
- Quincey Tomkins-Imhoff
- Dan Smith and Joan Marler-Smith
- Peter Rogers
- Marc Stuart and Sheryl Gorchow-Stuart
- Gabriella Tinoco
- Terry and Mary Vogt
- Stewart Wakeling
- Glenn and Nancy Yamamoto

**TO OUR HUNDREDS  
OF OTHER  
SUPPORTERS,  
THANK YOU!**

# The Numbers | 2011

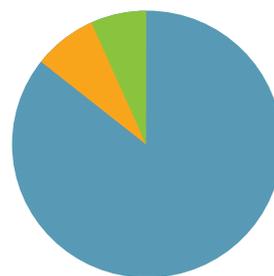
## Statement of Activities

REVENUE AND SUPPORT	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL
donations	59,227		59,227
grants and awards	1,203,271	2,812,491	4,015,762
training fees	129,575		129,575
contract income	180,802		180,802
other income	1,345		1,345
net assets released from restrictions	1,171,244	(1,171,244)	0
<b>Total Revenue and Support</b>	<b>\$2,745,465</b>	<b>\$1,641,247</b>	<b>\$4,386,711</b>
<b>EXPENSES</b>			
Program Services	1,730,864		1,730,864
Management & General	130,640		130,640
Fundraising	143,193		143,193
<b>Total Functional Expenses</b>	<b>\$2,004,697</b>	<b>\$0</b>	<b>\$2,004,697</b>
<b>Change in Net Assets</b>	<b>\$740,768</b>	<b>\$1,641,247</b>	<b>\$2,382,014</b>
Net assets at beginning of year	338,276	980,808	1,319,084
<b>Net assets at end of year</b>	<b>\$1,079,044</b>	<b>\$2,622,055</b>	<b>\$3,701,099</b>

## Statement of Financial Position

ASSETS	
cash & cash equivalents	694,747
grants receivable	2,422,344
accounts receivable	0
contracts receivable	2,840,207
prepaid expenses	118,377
<b>total current assets</b>	<b>\$6,075,675</b>
deposits	6,297
equipment, net of depreciation	0
<b>TOTAL ASSETS</b>	<b>\$6,081,972</b>
<b>LIABILITIES</b>	
accrued expenses	62,346
payables	11,296
deferred revenue	2,307,233
<b>total liabilities</b>	<b>\$2,380,873</b>
<b>NET ASSETS</b>	
unrestricted	1,079,044
temporarily restricted	2,622,055
<b>total net assets</b>	<b>\$3,701,099</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$6,081,972</b>

## EXPENDITURES | 2011



**Program Services**  
**Management & Fundraising**  
**General**

This document represents unaudited 2011 figures for activities undertaken by Conservation Strategy Fund and Conservacao Estrategica.



[conservation-strategy.org](http://conservation-strategy.org)