



IMPACT REPORT 2024

SNOW LEOPARD
CONSERVANCY

OUR MISSION

Snow Leopard Conservancy is dedicated to the survival of snow leopards and conservation of their mountain habitats through holistic, community-led conservation and stewardship. By growing environmental awareness and sharing innovative practices with local communities, we envision a future in which people and wildlife exist in harmony with their environment.

OUR APPROACH

We partner with local conservationists, range country and international organizations, and mountain communities living with snow leopards. We invest in solutions that save the lives of snow leopards and other predators from the consequence of human-wildlife conflict and build a long term foundation of coexistence, guardianship and self-reliance. Our initiatives empower Indigenous Traditional Ecological Knowledge, evidence-based science, and promote healthy mountain ecosystems across the snow leopard's range.

SAVING SNOW LEOPARDS

Advancing Partnerships Across the Globe

Dear Friends,

Thanks to your unwavering support, 2024 was a year of extraordinary progress for snow leopard conservation across Asia's High Mountains!

We forged new global partnerships, united by our shared commitment to fostering coexistence between communities and wildlife. Collaboration remains at the heart of our mission, as we prioritize diverse, equitable, and inclusive partnerships that empower local communities in protecting snow leopards and their landscapes.

Land of Snow Leopard Network Director Maria Azhunova delivered powerful speeches at several key global forums. Maria emphasized the crucial role of Indigenous communities in preserving ecosystems and the importance of Traditional Ecological Knowledge in conservation.

The "Sacred Species, Sacred Sites" initiative connected Indigenous youth from Central Asia and North America, building strong grassroots allies across continents to protect sacred species such as Snow Leopards and Chinook Salmon.

High in the Himalayas, Tshiring Lhamu Lama led her home village of Ringmo to become the first "Snow Leopard Friendly" community in this region of Nepal. We are thrilled to announce that the *Snow Leopard Sisters* documentary, highlighting Tshiring's groundbreaking work, premieres globally in early 2025 with the Conservancy designated as the proud impact partner.

Your support enabled incredible accomplishments, including constructing 20 predator-proof corrals, engaging more than 5,000 students in conservation education programs, and conducting skills training for over 900 community members, particularly women, in snow leopard landscapes.

With great enthusiasm and optimism, we share the Conservancy's highlights from 2024, made possible by YOU.

Together, we're making a lasting impact for snow leopards and their ecosystems. Thank you for being part of this wild journey with us!

With heartfelt gratitude,



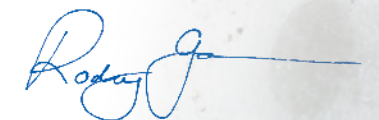
Ashleigh Lutz-Nelson
Executive Director



ASHLEIGH LUTZ-NELSON
EXECUTIVE DIRECTOR



RODNEY JACKSON, PHD
FOUNDER & PRESIDENT



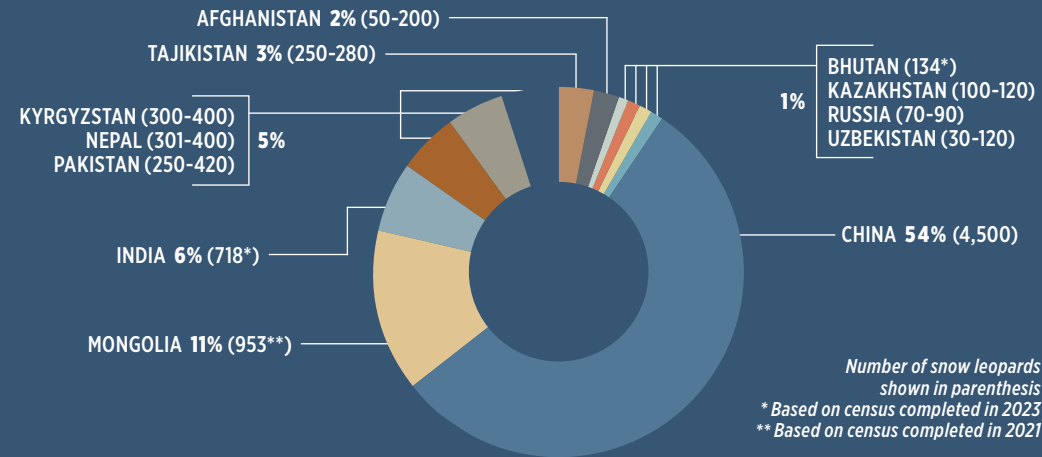
Rodney Jackson, PhD
Founder & President

2024 AT A GLANCE

**4,000
-7,000**

NUMBER OF SNOW
LEOPARDS ALIVE
TODAY (RED-LIST
VULNERABLE)

ESTIMATED PERCENTAGE OF SNOW LEOPARD POPULATION BY COUNTRY



12
NUMBER OF
RANGE COUNTRIES
WHERE SNOW
LEOPARDS ARE
PRESENT

5
NUMBER OF
COUNTRIES
WHERE SLC HAS
SNOW LEOPARD
CONSERVATION
PROJECTS



For his “dedication of more than 40 years of his life partnering with communities and Indigenous Peoples in all 12 countries the animal inhabits,” the Elders Council of the World Union of Indigenous Spiritual Practitioners **awarded Dr. Rodney Jackson their highest honor, The Sign of Appreciation**

and Respect, presenting him with the jade sculpture “Tear of the Snow Leopard,” as an emblem of gratitude. This special award was highlighted in the National Geographic July 2024 issue titled “Indigenous Futures.”

SLC CONSERVATION PROJECTS

20 CORRALS WERE SECURED, PROTECTING **1,600** LIVESTOCK, SUPPORTING **120** HOUSEHOLDS

35 MORE FOXLIGHTS DISTRIBUTED

19,000 LIVESTOCK VACCINATED OR TREATED

70 MEN AND WOMEN WERE EMPLOYED IN LOCAL COMMUNITIES IN 5 SNOW LEOPARD RANGE COUNTRIES



9TH EDITION OF “**SNOW LEOPARD MAGAZINE**”
FEATURING AN ARTICLE BY
CHARLEEN GAVETTE.

SLC EDUCATION PROJECTS

211 SCHOOLS ENGAGED WITH
5,100 STUDENTS AND
165 TEACHERS TRAINED

8,200 SNOW LEOPARD
DAY FESTIVAL PARTICIPANTS

14,000 ADDITIONAL
LOCAL COMMUNITY MEMBERS
REACHED WITH EDUCATIONAL
OPPORTUNITIES

900 COMMUNITY MEMBERS
SUPPORTED WITH DIRECT
TRAINING

TOP THREATS TO SNOW LEOPARDS



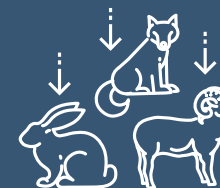
CLIMATE
CHANGE



LACK OF
AWARENESS



HABITAT
DEGRADATION



PREY
DEPLETION



RETRIBUTIVE KILLING FROM
CONFLICT OVER LIVESTOCK



ZOO NOTIC
DISEASES



TOP: COMMUNITY MEMBERS IN DOLPA LEARN NEW SKILLS BUILDING A NEW COMMUNAL PREDATOR-PROOF CORRAL TO PROTECT LIVESTOCK FROM NIGHTTIME ATTACKS. BOTTOM: THE COMPLETED COMMUNITY CORRAL PROTECTS OVER 600 ANIMALS. AS PART OF THIS INITIATIVE, LOCAL HERDERS FORMED A COOPERATIVE AND COLLECTIVELY PLEDGED TO END RETALIATORY KILLINGS OF SNOW LEOPARDS, MARKING A SIGNIFICANT STEP TOWARD SUSTAINABLE COEXISTENCE IN THE REGION.

LIVING WITH SNOW LEOPARDS

Building Coexistence Across Snow Leopard Landscapes

TRANSFORMING CONFLICT INTO COEXISTENCE THROUGH COMMUNITY-DRIVEN SOLUTIONS

Living with snow leopards is a daily reality for mountain communities across Asia. While these magnificent cats are essential for healthy ecosystems, they can pose challenges for people who depend on livestock for survival. Through years of collaboration with local communities, we've discovered that the path to coexistence lies in practical, community-driven solutions. From nighttime predator-deterrent lights and secure corrals to livestock health programs and new livelihood opportunities, our approach combines Traditional Knowledge with innovative conservation tools. When communities have the right resources and support, remarkable transformations occur—livestock losses decrease, retaliatory killings end, and people begin to see snow leopards not as threats, but as valuable neighbors worth protecting. Across our project sites, local leaders are turning this vision of coexistence into reality.

COMMUNITY CHAMPIONS: LOCAL LEADERS MAKING CHANGE

In Nepal's Dolpa region, Tshiring Lhamu Lama worked with her local community to construct a 1,400-square-foot predator-proof corral that now protects 600 goats for 30 households, effectively eliminating nighttime livestock losses that previously led to retaliatory killings. We are elated that Tshiring's tremendous work and the construction of this new corral will be featured in the soon-to-be-released documentary, *Snow Leopard Sisters*.

Thanks to partner Niraj Thakali's efforts in Nepal's Lower Mustang region, there have been no mass depredations of livestock nor reports of retaliatory killing of snow leopards in the last two years. This year, Niraj continued providing communities with tools and resources to protect livestock and support their coexistence with snow leopards. He distributed 26 Foxlights (nighttime predator deterrents), supplied 10 solar lights to herders, and supported the construction of two

predator-proof corrals, directly protecting over 230 domestic animals from snow leopard encounters.

In Pakistan, Baltistan Wildlife Conservation and Development Organization (BWCD) turned an unfortunate circumstance into a positive outcome when a local herder, Mr. Arman Shah, lost 28 goats in a single night to a snow leopard. BWCD worked with Mr. Shah to implement a solution that would benefit his entire community. Within two months, BWCD constructed a predator-proof corral that protects livestock for all households in the village. This swift intervention secured the community's livelihood and safeguarded the region's snow leopards, transforming Arman into a passionate wildlife conservation advocate. His powerful testimony, "The snow leopards can live in peace, and so can we," — demonstrates how practical solutions and community engagement can create lasting harmony between people and wildlife.

As a result of their herder-led research program, partner Wildlife Initiative has seen local attitudes improve toward snow leopards. The team completed their two-year research project in the Mongolian Sutai, a vital corridor connecting snow leopard populations. They equipped herders with Foxlights while engaging them as co-researchers to monitor carnivore behavior and livestock depredation patterns. Herder-collected data showed that Foxlights effectively discouraged snow leopards and wolves, significantly decreasing livestock losses and improving community perceptions of carnivores.

In Nepal's Annapurna Conservation Area, SLC and partner Mountain Spirit developed new livelihood opportunities and tested a newly improved corral design. Building upon traditional stone corrals, the new concept addresses two key limitations, lack of protection for young livestock and the inability to move the corral to new grazing locations. Twelve mobile corrals were created, which benefit 14 herder groups, and protect up to 150 yak calves, solving these challenges. Feedback from herders confirms the design's effectiveness, especially the see-through fencing that ensures mother animals can monitor their young—a crucial feature for livestock management and animal welfare in these high-altitude pastures. ●

LAND OF SNOW LEOPARD

Indigenous Wisdom Protecting Sacred Species Worldwide

CONNECTING INDIGENOUS-LED CONSERVATION AROUND THE WORLD

“Oh Creator, I ask you to bless our people and our mountains. Let the sacred Snow Leopard exist. WE the people must protect this sacred beast, who balances Sky and Earth. We must preserve the wisdom of our ancestors to bring it to a new generation. Let all of us do our part in protecting Snow Leopards so that there is harmony for humankind and nature.”

— Zharparkul Raimbekov,
Kyrgyz Sacred Site Guardian

Zharparkul’s words embody the Land of Snow Leopard Network’s (LOSL) core philosophy—that snow leopards transcend their biological existence to serve as spiritual guardians and are viewed as the cosmic axis of ancient traditions. LOSL brings together Indigenous Cultural Practitioners (ICPs), conservationists, and community leaders across Central and Inner Asia. These leaders,



© Kayley Bateman



© Chief Caleen Sisk

shamans, sacred site guardians, and Elders work to honor nature through traditional values, preserving both the snow leopard and the cultures connected to them, allowing conservation to become an act of cultural revitalization.

Throughout 2024, LOSL achieved remarkable progress in promoting Indigenous rights, preserving cultural heritage, and championing environmental conservation globally.

SACRED SPECIES, SACRED SITES

Just as snow leopards are spiritual guardians in Central Asia, salmon are life-givers in North America and are considered relatives by the California Winnemem Wintu tribe. Recognizing these parallel sacred relationships between Indigenous Peoples and keystone species, LOSL initiated cross-cultural exchanges to strengthen global Indigenous solidarity in protecting sacred beings and places.

Building on last year’s exchange, LOSL worked with Winnemem Wintu tribal leaders to bring Mongolian and Kyrgyz youth to participate in this year’s Run4Salmon prayerful journey. This cultural bridge connected Indigenous communities across Asia, California,



© Danita Delimont

and Nevada, highlighting their shared struggles against environmental degradation and the collective importance of safeguarding sacred lands and species.

During Run4Salmon, LOSL youth served as Indigenous diplomats, gaining invaluable experience in both conservation practices and cultural leadership. The journey established foundations for them to become future spiritual, cultural, and conservation leaders in their home countries. This transformative interchange continued when Winnemem Wintu leaders traveled to Kyrgyzstan in September to participate in a Sacred Fire Ceremony. Fire Ceremonies hold profound spiritual significance, and their participation honored Kyrgyz cultural practices while deepening connections between communities that share heartfelt respect for the spiritual and natural worlds.

INTERNATIONAL DISTINCTION

Recognizing that effective conservation must include Indigenous perspectives, LOSL members took their expertise and Traditional Knowledge to prestigious international forums throughout the year. LOSL representatives presented at the United Nations Permanent Forum on Indigenous Issues in New York, while youth members participated in the Bioneers Conference in California, a hub for connecting people and environmental solutions. The Network also joined the Wayfinders Circle Gathering in Mongolia, with an opening ceremony led by LOSL ICP Buyanbadrakh Erdenetsogt. Through these platforms, LOSL ensured Indigenous perspectives enriched conservation approaches worldwide, integrating spiritual and cultural dimensions of environmental protection. ●

OPPOSITE PAGE, LEFT: LOSL YOUTH EXPLORE EDUCATIONAL RESOURCES ABOUT THEIR SACRED ANIMAL RELATIVES DURING A SPECIAL VISIT WITH SAN FRANCISCO ZOO CONSERVATION SPECIALISTS.

OPPOSITE PAGE, RIGHT: YOUNG LOSL AMBASSADORS FROM MONGOLIA AND KYRGYZSTAN STAND WITH WINNEMEM WINTU CHIEF CALEEN SISK AND LOSL DIRECTOR MARIA AZHUNOVA, EMBODYING THE BRIDGE BETWEEN INDIGENOUS TRADITIONS ACROSS CONTINENTS.

EXPLORING OUR CONNECTION WITH NATURE

Inspiring the Next Generation



© Teka Samuha Nepal

FOLLOWING IN THE FOOTSTEPS OF SNOW LEOPARDS, STUDENTS FROM TAPLEJUNG, NEPAL, DEVELOP VALUABLE CONSERVATION SKILLS DURING THEIR IMMERSIVE FIELD EXPERIENCE WITH SNOW LEOPARD NATURE TOURS.

The essence of conservation education is creating a connection with nature, one built on respect, a sense of responsibility, and an understanding of the interconnectedness of all living things within an ecosystem. Our partners incorporate these elements of environmental awareness into unique learning opportunities that highlight the importance of biodiversity and maintaining ecological balance, using the iconic and charismatic snow leopard as a catalyst.

Mongolia-based Nomadic Nature Conservation, led by Tunggalagtuya Khuukhenduu, has created an initiative incorporating scientific and Traditional Ecological Knowledge. This year, 114 educators participated in training for the Nomadic Nature Trunk (NNT) program, which provided instruction for 2,700 students living in Ulaanbaatar. The program consists of 25 game-based activities exploring the biodiversity of Mongolia with respect to population dynamics, physical adaptations and behaviors, and resilience when facing environmental pressures and human activity. Lessons focus on ecological connectivity, specifically, the dynamic relationship between predators and prey in maintaining balance within the ecosystem. This program impacts entire communities as students share their knowledge with friends and family, prompting relevant conversations regarding their role in conservation.

In Kyrgyzstan, Zhaparkul Raimbekov and the Rural Development Fund have established the Young Guardians: SOS for Snow Leopards program, which provides nature education for preschool

age children. Designed to involve parents in the learning process, teaching staff meet with them to discuss educational goals that nurture an understanding of the importance of all living things and instill a loving respect for nature. The significance of the snow leopard, both ecologically and culturally, is interwoven throughout the lessons. Creative activities adapted from the NNT program emphasize the sacredness of the snow leopard and reinforce the importance of protecting the environment.

Teka Samuha Nepal (TSN) offers educational opportunities for youth and adults. Their classroom-based curriculum provided conservation education textbooks for 770 students in Grades 6-8 this year, while field-based programming engaged 221 students, teachers, and community members in hands-on activities as they learned about snow leopards and the biodiversity of the ecosystem. Working one-on-one with citizen scientists, participants explored a variety of monitoring tools like GPS and gained experience in the use of a spotting scope and binoculars, and setting up camera traps, which provide valuable information on snow leopard populations and their prey.

These programs illustrate that by discovering our connection with nature, we are inspired to protect it, as expressed by Sajal, a 7th-grader from the Mustang District of Nepal who enthusiastically shared his experience, “We spotted a pika, a red fox, and even a mother blue sheep with her baby. We sometimes see blue sheep near the village, but this time it felt special.” ●

2024 ARTWORK & POETRY CONTEST “SNOW LEOPARD, PROTECTOR OF SACRED MOUNTAINS”

Thank you to all participants and congratulations to the winners!

ARTWORK

ADULT WINNERS

TRADITIONAL:
Kateryna Bielikova
Pat Schwab
Gabriele Buratti Buga
Elizabeth Brott
Raúl Vega Etcheverry
Micheline Perreault
Rosana Venturini
Catherine Williams-Mourounas
DIGITAL:
Jayashree Sadasivan
Anju Panwar Rajesh
Laurie Prindle
COMBINATION:
Priyanjalee Banerjee
UNIQUE:
Erika Gabor
Priyanjalee Banerjee
Debi Lockhurst

ADULT HONORABLE MENTIONS

Rosabelle
Elizabeth Brott
Dina Leonova
Birgit Bühlrlé
Catherine Williams-Mourounas
Theresa Gray
Tracey Chaykin

YOUTH WINNERS

TRADITIONAL:
Myroslava Berest
Yulha Tsogyel
UNIQUE:
Margarita Khrustaleva
Kuhu Kacher
Myroslava Berest

POETRY

ADULT WINNERS

Sarah Mills
Emma Lee
Chantal Flores
Paul Espinoza
Becky Norman
Terry Pfister
Helena Mahlakallas
Kait Walser

YOUTH WINNERS

Kuhu Kacher



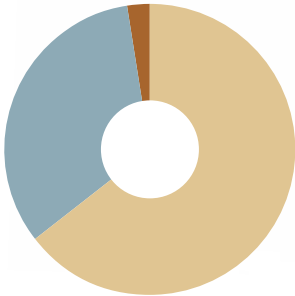
SHOWN HERE, CLOCKWISE FROM TOP LEFT:

Sacred Protector by Kateryna Bielikova
Snow Leopard Study by Laurie Prindle
Self Employed by Gabriele Buratti Buga
Mirror of the Soul by Micheline Perreault
Ghost's Gaze by Rosana Venturini
The Ghost of the Mountains by Jayashree Sadasivan



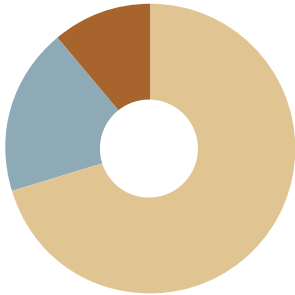
FINANCIAL REPORT

CALENDAR YEAR 2024



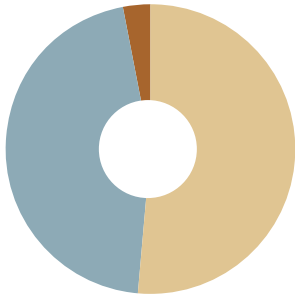
REVENUE

64.62%	Unrestricted donations	\$625,275.55
33.13%	Restricted donations	\$320,629.43
2.25%	Miscellaneous	\$21,759.65
TOTAL REVENUE		\$967,664.63



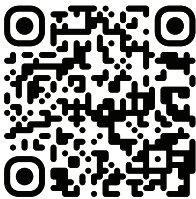
EXPENSES

70.49%	Programs	\$556,312.25
18.65%	Management/General	\$147,175.69
10.86%	Fundraising	\$85,760.45
TOTAL EXPENSES		\$789,248.39



PROGRAMS EXPENSES BREAKDOWN

51.47%	Education Outreach	\$286,318.31
45.75%	Conservation	\$254,496.68
2.78%	Applied Research	\$15,497.27
TOTAL PROGRAMS EXPENSES		\$556,312.25



Your monetary gifts make a difference for Snow Leopards and the local communities who share their high-mountain home.

To contribute, scan with your phone or visit snowleopardconservancy.org/donate

Platinum
Transparency
2024

Candid.

Complete financial reports are available upon request. Snow Leopard Conservancy is recognized by the Internal Revenue Service as a 501(c)3 nonprofit organization #61-1614981

U.S. BASED STAFF

Kayley Bateman – *Programs Manager*
Ashleigh Lutz-Nelson – *Executive Director*
Astrid Stevenson – *Office Manager (through May)*

CONSULTANTS

Lillian B. Archer – *Development*
Maria Azhunova – *Land of Snow Leopard Network Director*
Grace Dougan Consulting – *Accounting & Administrative*
Monica DuCloud – *Graphic Design*
Charleen Gavette – *Programs Specialist*
Lucia Gualita – *Grant Writing & Program Development*
Rodney Jackson, Ph.D. – *Technical Advisor*
Shavaun Kidd – *Outreach Manager*
Brian Peniston – *Darwin Initiative Co-Principle Investigator*
Shailendra Thakali, Ph.D. – *Darwin Initiative Co-Principle Investigator*

BOARD OF DIRECTORS

Raja Bhadury – *Vice President*
Tom Campbell – *Trustee*
Caroline Gabel – *Trustee*
Mary Herrmann – *Trustee*
Rodney Jackson, Ph.D. – *Founder & President*
Carolyn MacKenzie – *Secretary*
Terry Murphy – *Chief Financial Officer*
Eric Newsom – *Trustee*
Tshewang Wangchuk – *Trustee*

AFFILIATES

Margaret Gee – *Australia Ambassador for Snow Leopard Conservancy*
Charlotte Hacker, PhD – *Research Biologist, US Department of the Interior*
Jonathan Hanson, PhD – *Social Science Affiliate for Snow Leopard Conservancy*
Jan Janečka, PhD – *Snow Leopard Conservancy's Genetics Research Program, Duquesne University*

ADVISORS

Darla Hillard – *Snow Leopard Conservancy's Co-Founder & Advisor, Land of Snow Leopard Network*
Christine Breitenmoser-Würsten, PhD – *IUCN Cat Specialist Group*
Don Hunter, PhD – *Founder, Rocky Mountain Cat Conservancy*
Barbara Palmer – *Husbandry Advisor*
George Schaller, PhD – *Wildlife Biologist and Conservationist*

RANGE COUNTRY PARTNER ORGANIZATIONS

BHUTAN
Bhutan Foundation

KYRGYZSTAN
Rural Development Fund
Taalim-Forum Public Foundation

MONGOLIA
Association of the Protection of Altai Cultural Heritage
Irbis Mongolia
Mongolia Academy of Sciences
Nomadic Nature Conservation
Wildlife Conservation Society Mongolia
Wildlife Initiative
World Wildlife Fund Mongolia

NEPAL
Animal Nepal
Department of National Parks and Wildlife Conservation
National Trust for Nature Conservation, Annapurna Conservation Area Project
Mountain Spirit
Project UKALI
Snow Leopard Journey
Teka Samuha Nepal
Third Pole Conservancy

PAKISTAN
Baltistan Wildlife Conservation & Development Organization, Project Snow Leopard

RANGEWIDE
Global Snow Leopard and Ecosystem Protection Program Secretariat
International Snow Leopard Trust
Snow Leopard Network
World Union of Indigenous Spiritual Practitioners

TAJIKISTAN
Public Organization “Kuhhoi Pomir” (Pamir Mountains)

U.S. BASED PARTNER ORGANIZATIONS

International Veterinary Outreach
OneNature Institute
RESOLVE
Rocky Mountain Cat Conservancy
Wildlife Conservation Network
Worldwide Indigenous Science Network

We would like to acknowledge the extraordinary support provided by:





209 Mississippi St., San Francisco, CA 94107, USA
Ph. 707.938.1700
info@snowleopardconservancy.org
SnowLeopardConservancy.org

 @SnowLeopardConservancy

 @snowleopardcons.bsky.social

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