



SNOW LEOPARD TRUST

2021 IMPACT REPORT

Protecting Snow Leopards for 40 Years



A close-up photograph of a human hand and a snow leopard paw print on a snowy surface. The hand is on the right side of the frame, with fingers spread, and the paw print is on the left. The snow is bright white and textured. The text 'OUR MISSION' is overlaid on the right side of the image.

OUR MISSION

Snow Leopard Trust aims to better understand and protect the endangered snow leopard in partnership with the communities that share its habitat.



NO PAUSE BUTTON FOR CONSERVATION

In 2021, when Covid-19 forced much of humanity to remain isolated from each other, many found solace in reconnecting with nature. Whether it was gardening, bird-watching or walking with friends, inspiration often came from unexpected places. It was a timely reminder of the need to rebalance our relationship with the environment for the sake of our planet.

While parts of everyday life remained on hold, we knew there was no pause button for conservation. The challenges facing the natural world continued. And so did we.

Our teams around the globe rallied together to innovate and carry on the vital work you support. We protected vast landscapes for snow leopards, preserving biodiversity, traditional ways of life for mountain communities and vulnerable water sources relied upon by millions of animals and people.

With your help, we raised US\$2.5 million for snow leopard conservation and collaborated with 153 remarkable communities who actively protected an animal that sometimes makes their lives more difficult.

This tremendous progress fills us with hope for the future of snow leopards. Yet there is still more to do. Our holistic approach to conserving the world's most enigmatic cat and its mountain ecosystems is a long-term endeavor. With your support, we can do it.

\$2.5 M

Amount raised in 2021 (USD)

83,000

Km² of snow leopard habitat protected by our community partners in four countries

11,900

Local families partnered in five different conservation efforts to protect snow leopards

813

Children in snow leopard habitat participated in conservation education programs

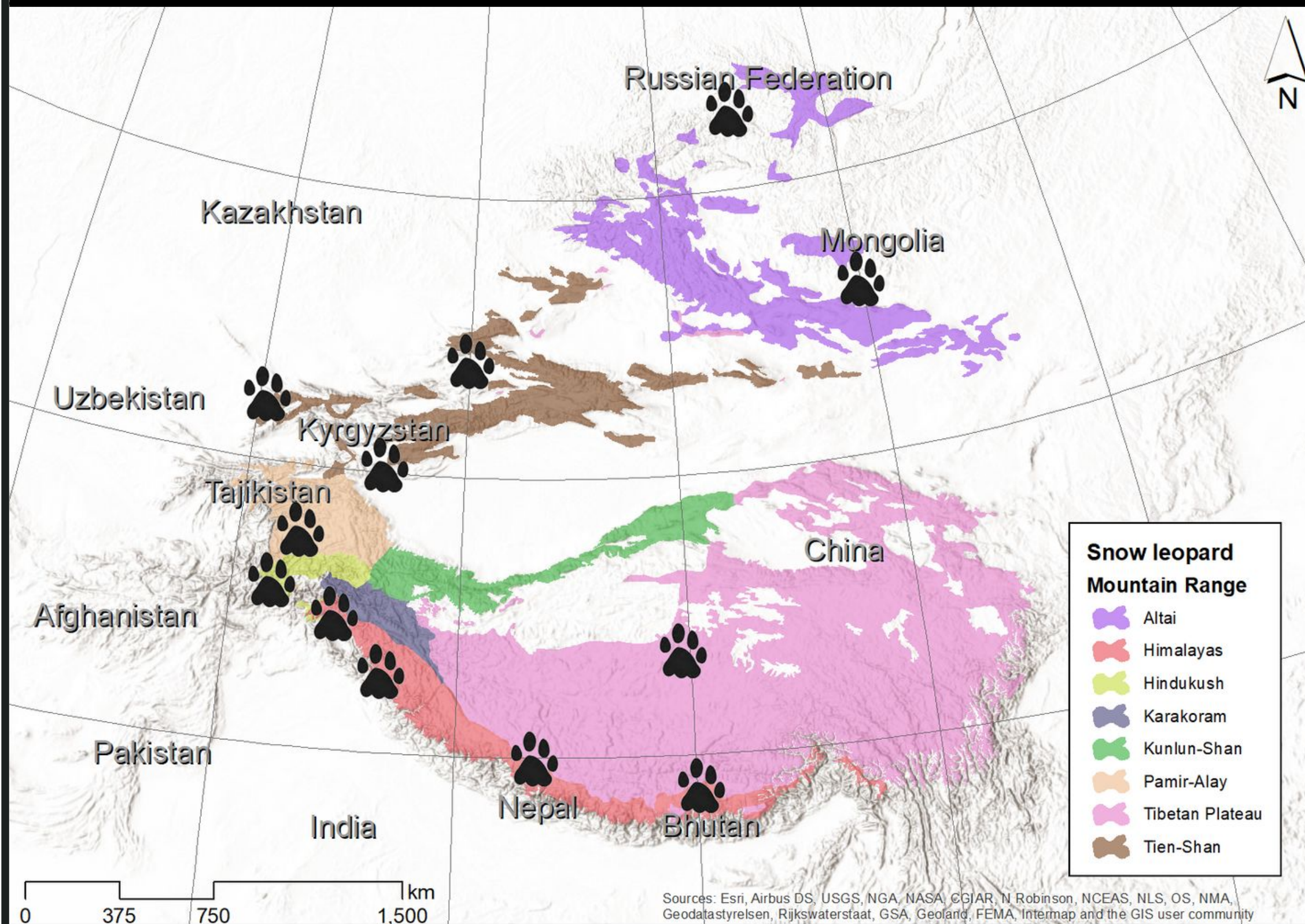
153

Communities engaged in conservation programs in four different snow leopard range countries

**WE DO A LOT
WITH A LITTLE**



PROTECTING SNOW LEOPARDS ACROSS HIGH ASIA



INCREASING OUR IMPACT

Together with our partners, Snow Leopard Trust has expanded our global footprint to all 12 snow leopard range countries.

Whether it's through on-the-ground research, conservation initiatives, education programs or policy-level interventions, we are supporting the conservation of snow leopards in every country where the snow leopard is found.

Your steadfast support is making an impact all around the world.

Sources: Esri, Airbus DS, USGS, NGA, NASA, CGIAR, N Robinson, NCEAS, NLS, OS, NMA, Geodatastyrelsen, Rijkswaterstaat, GSA, Geoland, FEMA, Intermap and the GIS user community

HOW WE DO IT



Long-term Research

We conduct research on snow leopard ecology and behavior which enables us to better understand the cats' needs and the complex dynamics between predators, prey, people and the ecosystem. This crucial work helps inform global conservation efforts to protect this threatened species.



Nature Connections

Eco-camp programs inspire a connection with nature and ignite a passion for conservation action in young people living in snow leopard landscapes.



Conservation Training

We support those working on the front lines of snow leopard conservation by providing resources and training in conservation management and protection for rangers, park staff, volunteers and local champions.



Community Partnerships

The communities living in snow leopard habitat are vital conservation allies. Fostering these long-term relationships helps us work together to co-create conservation solutions that help both people and snow leopards thrive.



Intergovernmental Cooperation

Snow Leopard Trust collaborates with governments in all 12 snow leopard range countries, co-creating strategies and policies to protect snow leopards and their mountain ecosystems.





INSIGHTS FROM A SCIENTIFIC PIONEER

Dagina is one of the most well-studied snow leopards in the wild. Over the course of 13 years, we have gained invaluable insights from every stage of her life, from a two-month-old cub to a mother five times over (with at least 12 cubs). Our research cameras have photographed her every year since her birth in 2009 and we have tracked her twice with a GPS collar. At 13 years old, Dagina and her family tree continue to contribute to cutting-edge science.

Some of what we have learned from studying Dagina and others like her:

Snow leopard females largely appear to avoid killing livestock. (though they sometimes do)

An understanding of how often wild female snow leopards produce litters - data still being analyzed

More about the social organization of females: daughters sometimes settle within or next to their mother's range

Female snow leopards can give birth in the wild up to at least 12 years of age

"IF SNOW LEOPARDS DISAPPEAR ALA-TOO WILL LOSE ITS BEAUTY"

~ Kalenova, eco-camp student from Kyrgyzstan

During an eco-camp in the Ala-Too Mountains of Kyrgyzstan, a young girl shared what made her feel most connected to nature, "My favorite place is a hidden cliff on the mountain near our village. Since this place is high up, I can watch from there everything. It's very quiet. Sometimes I hear the voice of a golden eagle. When I am there, I feel very peaceful. There is a rock that I love. I tell the rock all my secrets and dreams. For me, this cliff is the most beautiful place on the planet. I want to make sure it is there always." – Bapaeva, eco-camp student

Eco-camp education programs promote conservation awareness and more deeply connect children to the wonders of their local ecosystems. Inspiring positive attitudes towards nature in these young conservation leaders will help encourage peaceful coexistence with snow leopards within their communities for generations to come.

INSPIRING AGENTS OF CHANGE AT ALL LEVELS

813

children in snow leopard habitat participated in conservation education programs



2/3

of the participants in our Kyrgyzstan snow leopard eco-camps were GIRLS!



9

teachers received conservation and ecology training in India & Pakistan



3

graduate students involved in our conservation programs earned their Ph.D.s





Garavaa Bayasgalan - Senior Research Specialist at Gobi Curvansaikhan National Park



Nadia Mijiddorj - Conservation Scientist, Mongolia



Justine Shanti Alexander
Senior Conservation Scientist

WOMEN SHAPING CONSERVATION

Garavaa Bayasgalan is an expert at setting camera traps. She spends time reviewing camera angles from previous years' photo captures to hone her technique. Though Garavaa started her ranger career more than a decade ago, her quest for knowledge keeps her in frequent contact with our Mongolian field office, gathering data and training tips to share with her team of 22 National Park rangers. Thanks to her leadership, the camera capture rate of snow leopards in the Gobi-Curvansaikhan National Park in southern Mongolia is extremely high.

"Last year, Garavaa reached out to us about expanding research camera survey efforts to include the Bayanbor mountains, a 750 km² area that hadn't been surveyed for a few years. We were thrilled, especially since it was during the pandemic when many of us couldn't travel to the field. A few months later, when the teams retrieved the 30 cameras, they discovered all but one had images of snow leopards. And cubs!

This data is extremely important for conservation planning and will help us understand and mitigate any possible impacts of illegal mining."

~ Justine Shanti Alexander, Senior Conservation Scientist

Women are actively shaping conservation in all snow leopard range countries and advancing initiatives from community level to policy advocacy.

CHAMPIONING THE ROLE OF WOMEN IN CONSERVATION

Garavaa Bayasgalan's leadership in our camera trapping program has increased the amount of snow leopard habitat we can monitor by more than three-fold in Southern Mongolia.

Nadia Mijiddorj completed her Ph.D. in 2021. She works with local communities to find sustainable livelihood solutions to help promote coexistence with snow leopards in Mongolia.

Justine Shanti Alexander, Ph.D. is the Executive Director of the Snow Leopard Network (bringing together over 500 snow leopard practitioners) and has published more than 30 scientific papers in peer-reviewed international journals.



"IF PEOPLE ARE HAPPY, SNOW LEOPARDS ARE HAPPY"

"I was really angry with snow leopards. One morning I came out to find so many of our animals dead. It was awful! Not just financially but emotionally too. We work so hard, plowing fields, harvesting crops, caring for livestock and family. I didn't know how we would recover from such a loss. But then we learned of Snow Leopard Trust's predator-proof corral program. Once they put a cover on our corrals, we had no more attacks." ~ Dolma, member of SLE program

Programs like Snow Leopard Trust's **predator-proof corrals** are helping to save snow leopards and shift attitudes. **Snow Leopard Enterprises (SLE)**, a conservation livelihood initiative that improves incomes and elevates women's voices in village policies, is also making a difference.

"Since we women now make more money, we have more equal rights and speak up in our village. The men listen when we talk about conservation and environmental concerns. Some people even make extra money from tourists who come to see wild snow leopards. **Now, we pray that the snow leopard continues to do well.** If people are happy, the snow leopards are happy."

~ Chondon, member of SLE program

81
new predator-proof corrals
built jointly with local
communities



48,000+
livestock protected
from predators
(estimated)



343
women strengthened
their livelihoods as part of
our SLE program



"THEY LET THE CAT GO"

"Some years ago, a group of young people in Pakistan's Misgar Valley invited us to conduct surveys in the area, to inform better stewardship of their grazing practices. As pastoralists, who rely on that land for their livelihood, the village elder was concerned our results could restrict land use but reluctantly agreed.

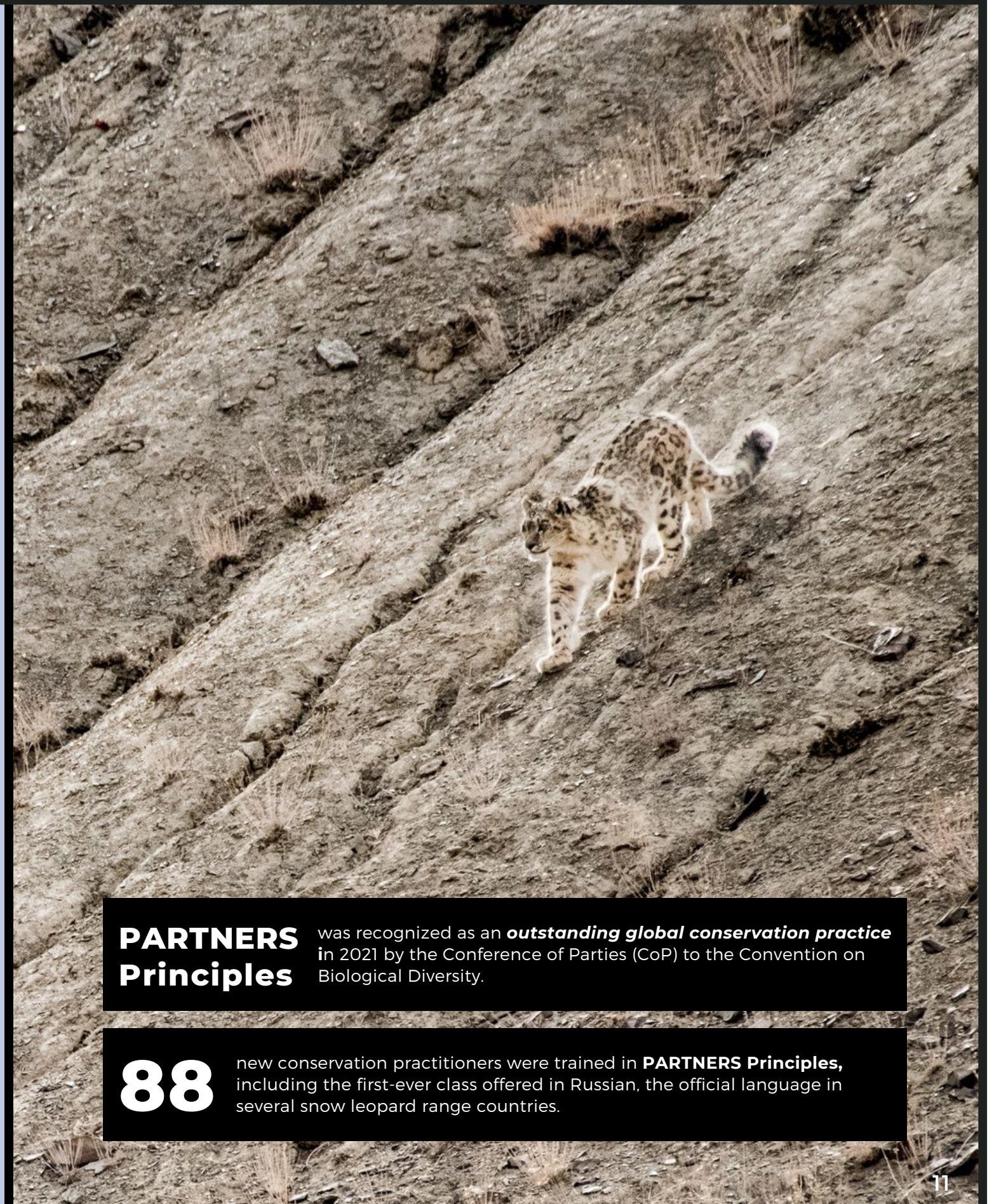
Over the next two months, we not only conducted our surveys but also got to know people in the village by attending all community events. At the end of our project, we were honored when they surprised us with a big farewell gathering.

For the next six years, we made a point to visit when we were in that region, to sit down and see how they were doing and share our survey results. One year, a snow leopard got into a corral and killed many goats. The community captured the cat. When the government tried to convince them to release it, they refused. Instead, the elder asked them to bring one of us to the village. So we went and talked to the community. Then they agreed to let the cat go. Soon after, the elder visited our offices and signed an agreement, realizing how it could benefit the community to be involved in our conservation programs. They continue to partner with us for snow leopard conservation to this day. I feel like it's because we really got to know them and were present in the community."

~ Hussain Ali - Snow Leopard Foundation Pakistan

Presence is one of the eight founding philosophies of the **PARTNERS Principles**, our strategic framework for engaging with local communities about conservation solutions that benefit both people and wildlife.

153 communities maintained a total of **260 predator-proof corrals** and **insured 11,359+ livestock in 2021.**



PARTNERS Principles

was recognized as an **outstanding global conservation practice** in 2021 by the Conference of Parties (CoP) to the Convention on Biological Diversity.

88

new conservation practitioners were trained in **PARTNERS Principles**, including the first-ever class offered in Russian, the official language in several snow leopard range countries.

PAWS

Population Assessment of the World's Snow Leopards

an ambitious global effort to accurately estimate the wild snow leopard population



WHAT IT TAKES TO COUNT GHOST CATS

"By the time the sun is up, I like to have boots on the ground at the assigned transect. I've been looking for snow leopard signs for over 20 years so I often pair myself with someone less experienced. It gives me a chance to talk about the history of the landscape and bond with the new National Park staff.

That day, I partnered with a young environmental specialist. What an amazing first field trip for her! Just the two of us, in the middle of the stunning Small Gobi A Strictly Protected Area. We climbed up and down steep mountain slopes, navigating loose rocks, looking for snow leopard scat, scrapes and other signs, identifying the best sites to place our camera traps. It was so quiet – we heard only the wind and the occasional thudding of ibex hooves. Early in the day, I found a large heavy animal trap - evidence of illegal hunting. To get it to the Park office I had to drag it with us the rest of the way.

Ten hours later, tired and ready for a good meal, we arrived at our GPS location to meet our driver. It felt good knowing every step we took would provide valuable information for PAWS to help prioritize areas for conservation."

~ Pujii Lkhagvajav, Research & Monitoring Manager - Mongolia

SIGNIFICANT PAWS ADVANCES

190,000 km² of snow leopard habitat across all **12** snow leopard range countries

159 genetics-based surveys conducted

6,300+ research cameras

nearly **10%** of the global estimated snow leopard range surveyed to date

In 2021, you helped us coordinate and support PAWS-compliant surveys that provide valuable insights into wild snow leopard abundance and distribution across all 12 countries where they live. The knowledge generated is crucial for prioritizing areas for conservation.

USING TECH TO FIGHT WILDLIFE TRAFFICKING

A major threat to snow leopards is the illegal wildlife trade of their highly valued fur and bones. This illicit trade is compounded by the imminent risks of climate change, large-scale infrastructure projects, and diseases. Reducing poaching and the illegal wildlife trade is recognized as a high priority for securing snow leopard survival in the Global Snow Leopard and Ecosystem Protection Program (GSLEP), a unified global strategy endorsed by all snow leopard range countries.

“Information is power. This is why as part of our GSLEP priorities, we have created a live database facilitating global data collation, information sharing and cross-validation of instances involving snow leopards in illegal trade through multi-country cooperation, Artificial Intelligence and systematic manual scanning of the web. The fact that SLT, GSLEP and so many organizations and individuals have come together to share data and help combat the poaching and illegal trade of snow leopards is commendable.

Real-time data collation enables effective law enforcement responses - an important step in strengthening the global battle against wildlife trafficking.”

~ Koustubh Sharma, Ph.D., GSLEP International Coordinator / Snow Leopard Trust Assistant Director Conservation Policy and Partnerships





700+ participants
52 countries
1000+ hours of activity
3200 km covered
\$53K raised for conservation



MAKING STRIDES AROUND THE WORLD

On June 13, 2021, over 700 supporters from 52 different countries came together to help raise awareness for snow leopard conservation in our first official #Strides4SnowLeopards annual event.

Executive Director, Charu Mishra, ran an astounding 64 km (40 miles) on his treadmill while gaining more than 3000 meters of elevation. To put that in perspective, in 7 hours he ran as far as a snow leopard might travel in a day while also climbing to the height where snow leopards are commonly found in the mountains.

Thanks to you, #Strides4SnowLeopards has become a larger-than-life, feel-good experience. It's a chance to take real action for snow leopard conservation and connect with a global community of passionate snow leopard supporters. We are grateful for such commitment and dedication and look forward to taking strides together again next year.

BIG STEPS TOWARD COEXISTENCE

Thanks to your support, our community-based conservation programs continue to grow and make a positive impact on people and snow leopards.



252,580

livestock vaccinated in Pakistan, reducing mortality and increasing tolerance of snow leopards

15,396

km² of snow leopard habitat patrolled and protected by rangers in Mongolia

4,000+

participants in grazing free reserves, sustainable cashmere, crop guards and tree planting programs in India, Pakistan and Kyrgyzstan

2,334

conservation newsletters shared with communities, rangers and local champions in India

64

women trained in cheese production livelihood program in Mongolia

16

citizen rangers rewarded for their efforts to protect wildlife and reduce illegal hunting in Kyrgyzstan

12

youth in India trained in sustainable cashmere production, promoting ecologically-sound grazing and wildlife conservation

THE FACES OF CONSERVATION

People all over the world are taking steps, large and small, to protect snow leopards. We are grateful for each and every one of them. **Especially you.** We couldn't do any of this without your support.

Thank you for your unwavering commitment to snow leopard conservation. You inspire us every day.

2021 CONTRIBUTORS

[Conservation Partners \(Major Donors\)](#)

[Individual Donors](#)

[Team Snow Leopard \(Monthly Giving Program\)](#)

[Foundations, Businesses, Governments & Orgs](#)

[Zoo Partners](#)

[Volunteers & Special Thanks](#)

[GSLEP Partners](#)

[Staff, Collaborators, Board of Directors](#)

THANK YOU TO OUR PARTNER ORGANIZATIONS

China - Shan Shui Conservation Center

India - Nature Conservation Foundation

Kyrgyzstan - Snow Leopard Foundation Kyrgyzstan

Mongolia - Snow Leopard Conservation Foundation

Pakistan - Snow Leopard Foundation Pakistan

Photos courtesy of: Prasenjeet Yadav, Ismail Shariff, Behzad Larry, Munmun Dhalaria, our #Strides4SnowLeopards family and our partner organizations.

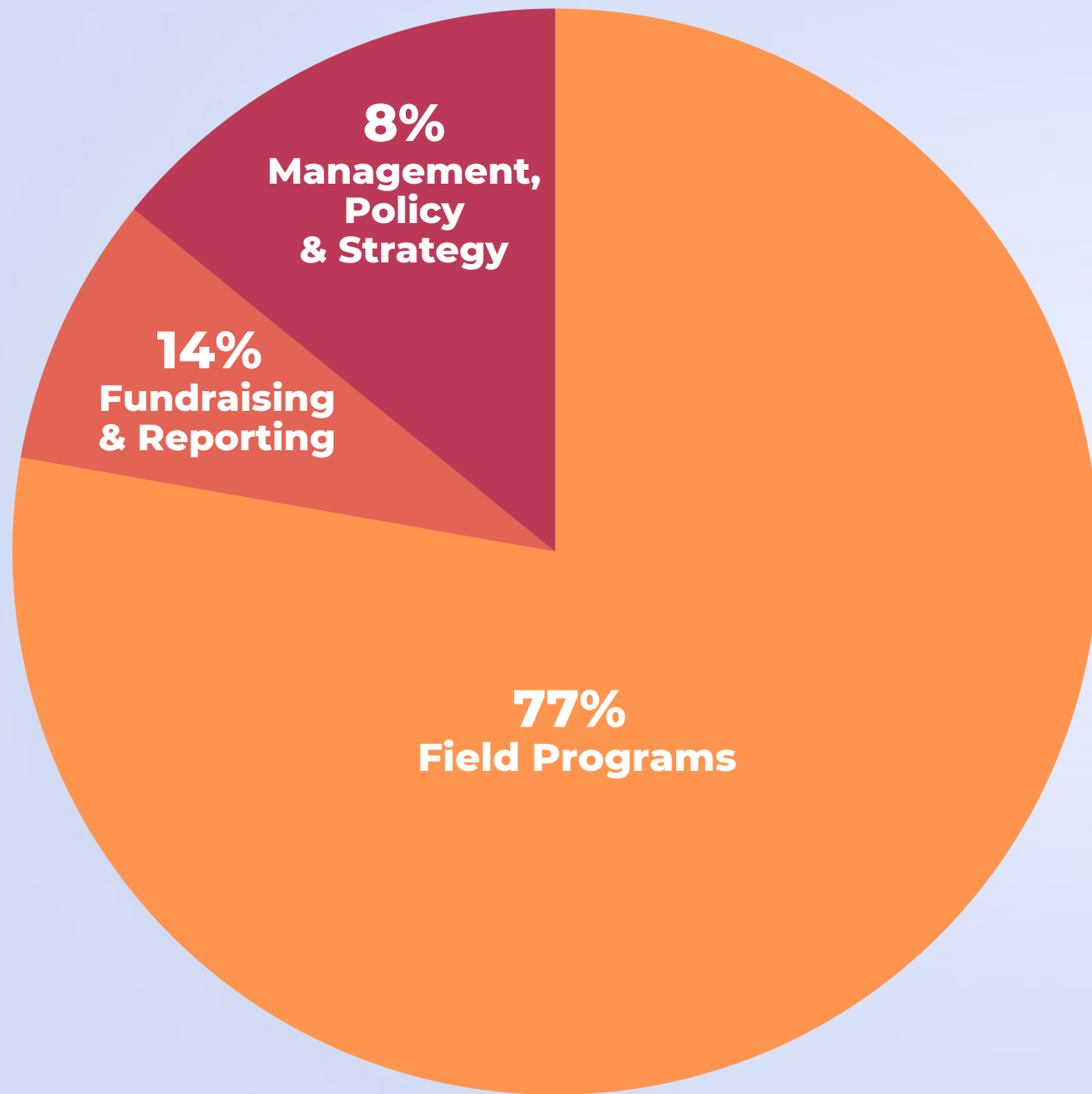


FINANCIALS

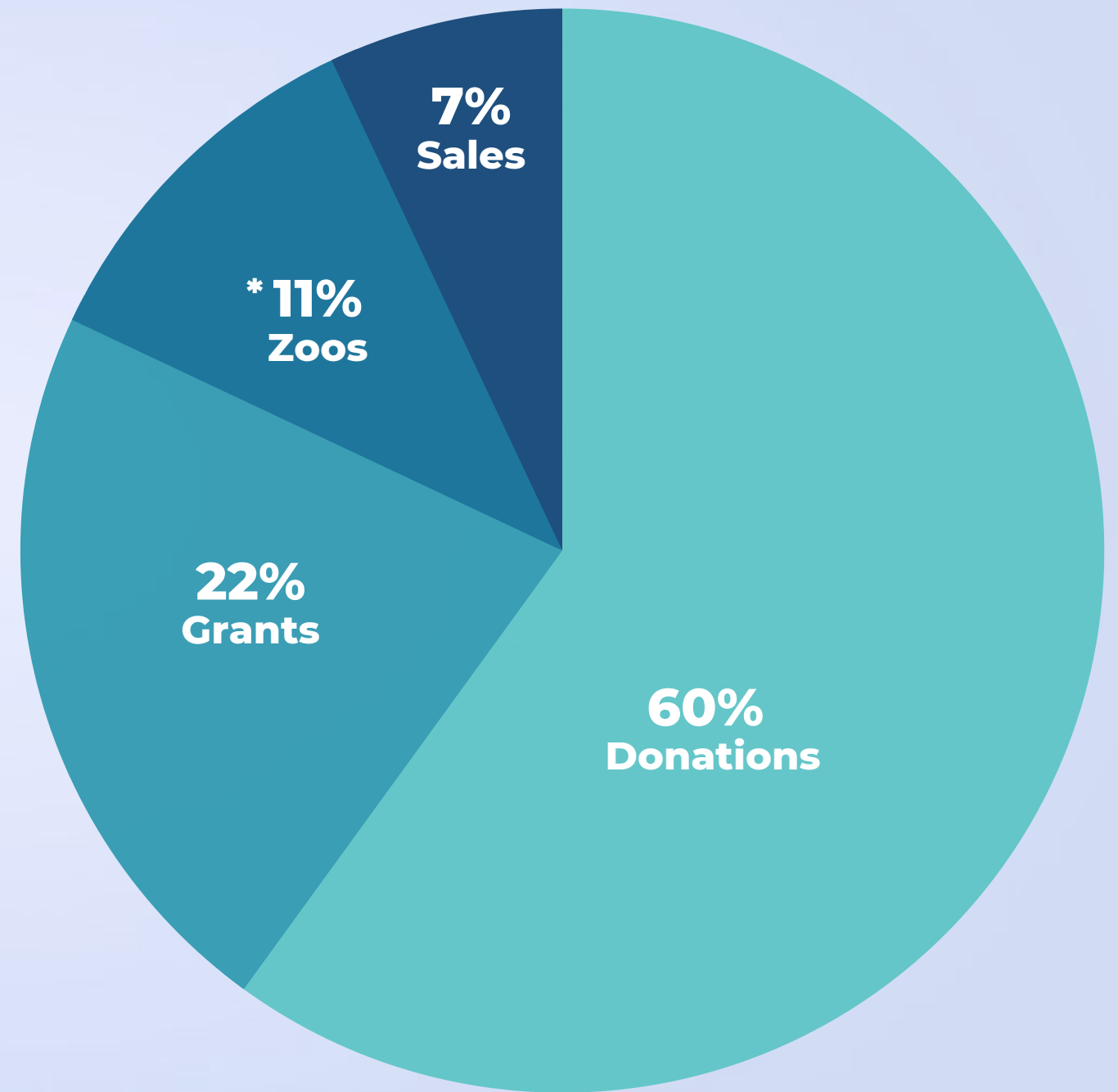
These numbers are based on unaudited financial statements and are subject to change. The 2021 Audit Report/Form 990 will be published on [snowleopard.org](https://www.snowleopard.org) when completed.

*Includes donations and grants from zoos

In 2021, some project activities were delayed or extended due to travel and other pandemic-related restrictions. These funds will carry over and be used as projects resume and restrictions lift.



Expenses \$1,942,601.62



Revenue \$2,499,690.90

40+ YEARS OF CONSERVATION



THE FUTURE FOR SNOW LEOPARDS

Forty years ago, our founder, Helen Freeman, and a handful of dedicated people dreamed of creating a world where wild snow leopards and humans could peacefully coexist. Today, powered by nearly one million supporters across the globe, Snow Leopard Trust is actively involved in making that dream a reality across all twelve snow leopard range countries.

Thanks to all who believe in our mission, we are in it for the long haul, developing respectful and sustainable conservation strategies to protect snow leopards and the wild places they depend on.

“It takes years of continuous support and presence to be where we are today. You can’t just come in and come out, you need to stay invested for decades to produce results. **That’s how we will ensure snow leopards roam these mountains for generations to come.**”

~ Kullu Suryawanshi, Ph.D., Director India program

THANK YOU!



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LEOPARD
TRUST

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