



ANNUAL REPORT

2021-2022

LIST OF CONTENTS

2 - Message from the Founder

4 - Trust Board Members

5 - About the Trust

8 - A Year in Review

10 - Orphanage

- Fenya
- Khanyisa
- Lammie & Nungu
- 1000 Hearts

14 - Jabulani Herd

- Meet the Jabulani Herd
- Update on Fishan's Leg

18 - Sustainability & Conservation

- Land Restoration Project
- Aquaponics, Wormery & Bana Grass
- Anti-Poaching
- #StopSnaring

25 - Community Outreach

- JabuLadies
- Mpisi Primary School
- Pack for a Purpose

30 - Education

- #StopSnaring Awareness
- Elephant Art
- Vet Books for Africa

32 - Research

- University Students
- Milk Formula
- Save The Elephants
- Elephants Alive

35 - Employees

37 - Financials

41 - Elephant Moments

43 - Fundraising Events & Campaigns

- Thank You's
- Goods in Kind
- How To Give

49 - Partners

50 - Conclusion





The background of the entire page is a silhouette of an elephant standing in a savanna landscape at sunset. A person is standing next to the elephant, looking towards the right. The sky is a warm, orange-brown color, and the ground is dark. The text is overlaid on this image.

MESSAGE FROM FOUNDER

Adine Roode

The march of time across our lives is marked by the challenges and accomplishments that we remember most. The moments that changed our path, either shaking the certainty of it or advancing it. We experienced many of these moments in 2021 as the effect of the COVID-19 pandemic rippled through the world, as Khanyisa's health took a dip and gave us the greatest scare as she dropped weight and grew weak. We endured the loss of orphan, Fenya, after doing everything possible to give this snare survivor a second chance.

For Fenya, the impact of the wire snare was too great. But for Khanyisa, with the help of our elephant experts and advisors, and our team working tirelessly to get her to pull through, the calf did just that. She held on and started to gain weight, energy and that sunshine spirit. As a result, we were able to ring in her second birthday in September 2021.

The herd around Khanyisa thrived too, having the younger calf growing their family and adding to their social dynamics and development. The elephants stepped in to help raise Khanyisa, while protecting one another on their walks in the wild, showing us what family is all about, and what incredible, socially-orientated animals elephants are.

Through the support of our donors, foster parents, partners and followers online, we were able to continue to provide for, protect and sustain the entire herd of 15 elephants, along with Khanyisa, who gradually integrated into their unit. Through the influence of the elephants, we were able to spread awareness of the species, to give opportunities to local people and show them the value of protecting our elephant species, and to restore the land our elephants share with other wildlife in the reserve.

It was a big year and one that ultimately taught us so much. We're grateful for the hard times that teach us and the good times that motivate us, for the generosity of people around the world, and for the herd who have helped create and unite a community of elephant custodians globally.

We're excited to work together to build on 2021 in 2022 and expand the ways we can help and inspire others, while supporting the elephants at the core of our mission. Thank you for walking this path with us, and helping us to give every elephant a herd.



HERD TRUST BOARD OF TRUSTEES

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Prof. Eddie Webb



Dr. Johan Marais



Brett Mitchell

ABOUT THE TRUST

HERD (HOEDSPRUIT ELEPHANT REHABILITATION AND DEVELOPMENT) TRUST WAS ESTABLISHED IN 2021 FOLLOWING A 24-YEAR JOURNEY IN CARING FOR ELEPHANTS THAT HAVE BEEN DISPLACED OR ORPHANED DUE TO HUMAN-ELEPHANT CONFLICT.

HERD Trust's elephant orphanage was built in 2019 in response to a growing number of young orphaned elephant calves that needed a place of rehabilitation and an existing herd that would accept them unconditionally. Enter: the Jabulani herd, now a family of sixteen elephants. Eleven of these are orphans, while five were born to the herd over ten years ago.

In 2004, the lodge, Jabulani, was built to help sustain the herd, with proceeds from tourism assisting with the care and management of the elephants. In 2021 a decision was made to move the Jabulani herd and Homestead operations, together with the elephant orphanage, under the umbrella of HERD Trust, a registered PBO. This allowed for public funding to ensure the well-being of all the elephants.

HERD Trust is the first dedicated South African elephant orphanage. The unfortunate truth is that there are an ever-increasing number of orphaned and displaced elephant calves in South Africa. This is linked to rising poaching numbers, taking mothers away from their calves before they can fend for themselves in the wild. That's where HERD Trust comes in, acting as their unique adoptive family to help raise them in a safe environment.

HERD Trust also commits to being active within our local communities through education and awareness, as well as our online communities, creating a global audience for the elephant species and the essential conservation efforts undertaken by various organisations.







A YEAR IN REVIEW

Timeline of important dates

FENRUARY 2021

▶ HERD TRUST REGISTERED | FENYA RESCUED

MARCH 2021

▶ FENYA PASSED AWAY

MARCH 2021

▶ NUNGU THE SHEEP JOINED HERD

APRIL 2021

▶ STOP SNARING CAMPAIGN LAUNCHED
#STOPSNARING

AUGUST 2021

▶ 1000 HEARTS BOARDS ERECTED AT ORPHANAGE

SEPTEMBER 2021

▶ KHANYISA TURNS TWO

OCTOBER 2021

▶ HERD USA REGISTERED

NOVEMBER 2021

▶ NEW JABULADIES PRODUCTS

- Elephant Dung Soap
- Elephant Dung Paper

JANUARY 2022

▶ NUTRITIONAL PROJECT LAUNCHED
Nkosi Bars Started

MARCH 2022

▶ NEW ELEPHANT LEVY IMPLEMENTED
For Jabulani Guests per bednight sold, to HERD TRUST



ORPHANAGE

FENYA

March 2021

Elephant calf and snare victim, named Fenya while at HERD Trust elephant orphanage, was rescued and brought into our care on 17 February 2021. Fenya had horrific wounds caused by the poacher's snare she was rescued from. Unfortunately, after various treatments and attempts to rehabilitate her, in March 2021 Fenya succumbed to the effects of these wounds and numerous weeks spent alone in the wild, unable to feed. Her level of dehydration, emaciation and starvation was immense. Our HERD Trust Care Team and the wildlife veterinarians we worked with went above and beyond to try to save Fenya's life, but her state was simply too severe.

We learnt a great amount from our work to rescue Fenya, and gained more insight into the rehabilitation of snare victims. Illegal snare hunting is on the rise, with increased unemployment and higher population numbers in South Africa. Many communities are affected by poverty and are desperate and will continue to hunt wildlife through snaring, to be able to survive. This is a grave threat to our precious and vulnerable wildlife populations and one that sadly claimed Fenya's life.

Fenya's body was laid to rest on the reserve. We are grateful for the phenomenal support of our experts, partners, donors and supporters around the world. We hope this loss will help to cast a greater light on the devastating effects of snaring.



Discover More

[Farewell to Baby Elephant Orphan, Snare Victim, Fenya - YouTube](#)

[The Blood Transfusion from Setombe that Helped Orphan Elephant, Fenya - YouTube](#)

[The Blood Transfusion from Setombe That Helped Orphan Elephant, Fenya - Blog](#)

[In memory of orphaned elephant calf, Fenya - GlobalGiving](#)

KHANYISA

August 2021 - Having seen Khanyisa arrive at HERD Trust elephant orphanage as a suffering four-month-old snare victim, with severe wounds around her cheeks and head, we are incredibly moved to see that her scars have now healed and that her tusks are emerging. Khanyisa has had a lot to overcome as an orphan and snare survivor, but this new development reminds us that she is thriving and growing steadily.

While we could feel the beginnings of her tusks as hard bulges beside her mouth in August 2020, Khanyisa's tusks are now visible. It only became clear to us that they were growing out when she started to rub the sides of her mouth on hard surfaces, such as the wooden poles in the nursery, more and more. She would and continues to even rub her tusks against her team of carers. The two hard protrusions on either side of her mouth are black at the base and white-yellow at the tip, with about half a thumb of tusk visible externally.

Khanyisa's growing tusks will help her to feed herself in the wilderness as she forages in the bush alongside her adoptive herd, the rescued Jabulani elephants. Especially as the seasons change and winter takes hold, there is less lush green grass to be devoured in the reserve and elephants turn to bark, bulbs and roots. Khanyisa is about to learn even more from her herd as she discovers life through tiny tusker eyes.

We are immensely grateful for the hard work, long hours and dedication of our Care Team who helped get Khanyisa to this new milestone, and to all our sponsors, fosters, donors and supporters for contributing to the extensive ongoing costs of not only feeding a growing baby elephant, but also keeping her safe and warm with her elephant and sheep family.

September 2021 - During this month, we celebrated Khanyisa's growth from 124 kilograms to more than 345 kilograms as she turned an estimated two years of age.

Discover More

[Baby Elephant, Khanyisa's Great & Growing Feet - YouTube](#)

[Happy 2nd Birthday, Khanyisa Braveheart! How Far You've Come! - YouTube](#)

[Khanyisa's Live Virtual Birthday Party - YouTube](#)



LAMMIE & NUNGU

Nungu joins the HERD family

When it comes to raising orphaned elephant calves, friendship is vital for the orphan. The companion sheep of HERD know this to be true and work around the clock to ensure that the young elephants at the orphanage feel safe and warm. This year, HERD welcomed seasoned companion sheep, Nungu, to the family and what a wonderful addition she has been. Nungu is a Dorper Sheep, which is a South African breed of sheep known for their gentle and nurturing personalities. She lives up to this reputation and is a kind sheep with a mellow, yet shy personality.

Nungu joined HERD Trust in March 2021 for a well-deserved retirement after filling the role of companion sheep and surrogate mother to a number of orphaned animals for many years, including rhino calves orphaned as a result of poaching, and a little zebra named Zeta who was rescued from a snare. When Zeta came across Nungu one day while grazing, an instant bond was formed. The pair would spend all day grazing together side-by-side, and the usually placid Nungu showed a fierce protection for her young friend, ensuring that no one came between them.

Nungu may be retired, but she continues to fulfil her mission as a companion through keeping the orphaned elephants of HERD Trust happy and loved, together with her woolly partner, Lammie. The sheep work as a pair, ensuring that Nungu is able to take her rest and private time as she pleases, secure in the knowledge that Lammie is keeping a watchful eye over the orphanage.

Discover More

[The beginning of a beautiful friendsheep, Lammie and Nungu](#) - YouTube



1000 HEARTS

1000 Heart Boards erected at HERD Trust
Elephant Orphanage

It is with great excitement that we erected the 1000 Hearts display outside the orphanage with our 1000 Heart donors' names, honouring everyone who donated to this campaign to build South Africa's first dedicated elephant orphanage. The campaign was launched in 2019 and helped to create a welcoming home for elephant orphans in need.



JABULANI HERD

MEET THE JABULANI ELEPHANTS,
NOW IN THE CARE OF HERD TRUST

The Jabulani elephant herd is a unique and close-knit family that started with Jabulani, an orphaned elephant who was rescued in 1997, and a herd of elephants that were rescued from Zimbabwe in 2002. These elephants' fates crossed to form the Jabulani herd.

Over the years, the herd continued to accept wild elephant calves that needed a new family, orphans who had been separated from or abandoned by their herds as a result of human-elephant conflict.

Together, the elephants spend their days roaming and foraging in the wilderness of our Big 5 reserve, with their loyal human carers, many of whom travelled from Zimbabwe with the original herd in 2002.

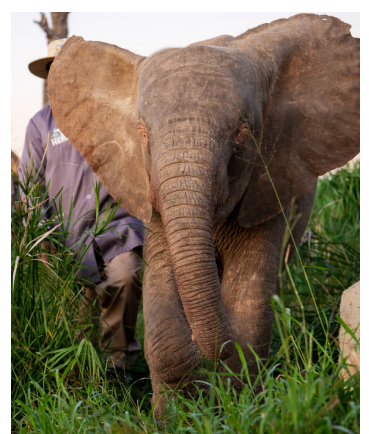
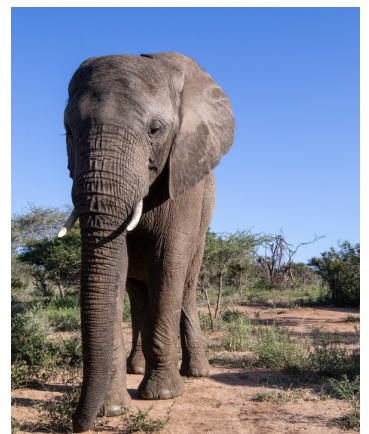
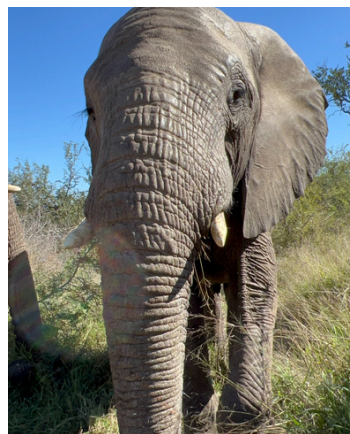
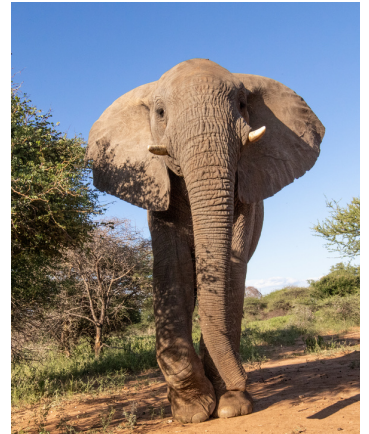
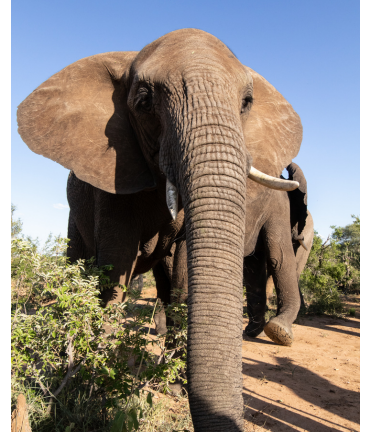
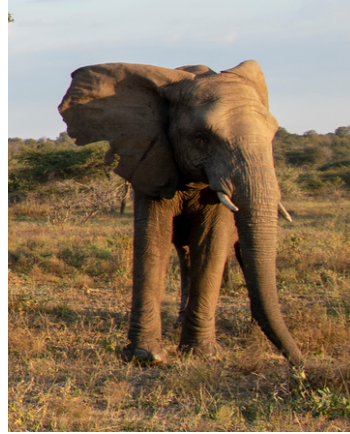
At night, the elephants return to the HERD Trust Homestead which lies adjacent to the HERD Trust Orphanage, allowing for close contact with orphans that are still in need of human assistance during their rehabilitation.

Every member of the Jabulani herd, both female and male, young and old, is an integral part of their unique family. Each elephant has a distinctive character and unique bonds with the rest of the group.



The 15 elephants in the Jabulani herd & Khanyisa, supported by HERD Trust

Sebakwe, Tokwe, Lundi, Bubi, Setombe, Somopane, Fishan, Mambo, Zindoga, Klaserie,
Pisa, Limpopo, Timisa, Kumbura, Jabulani, Khanyisa

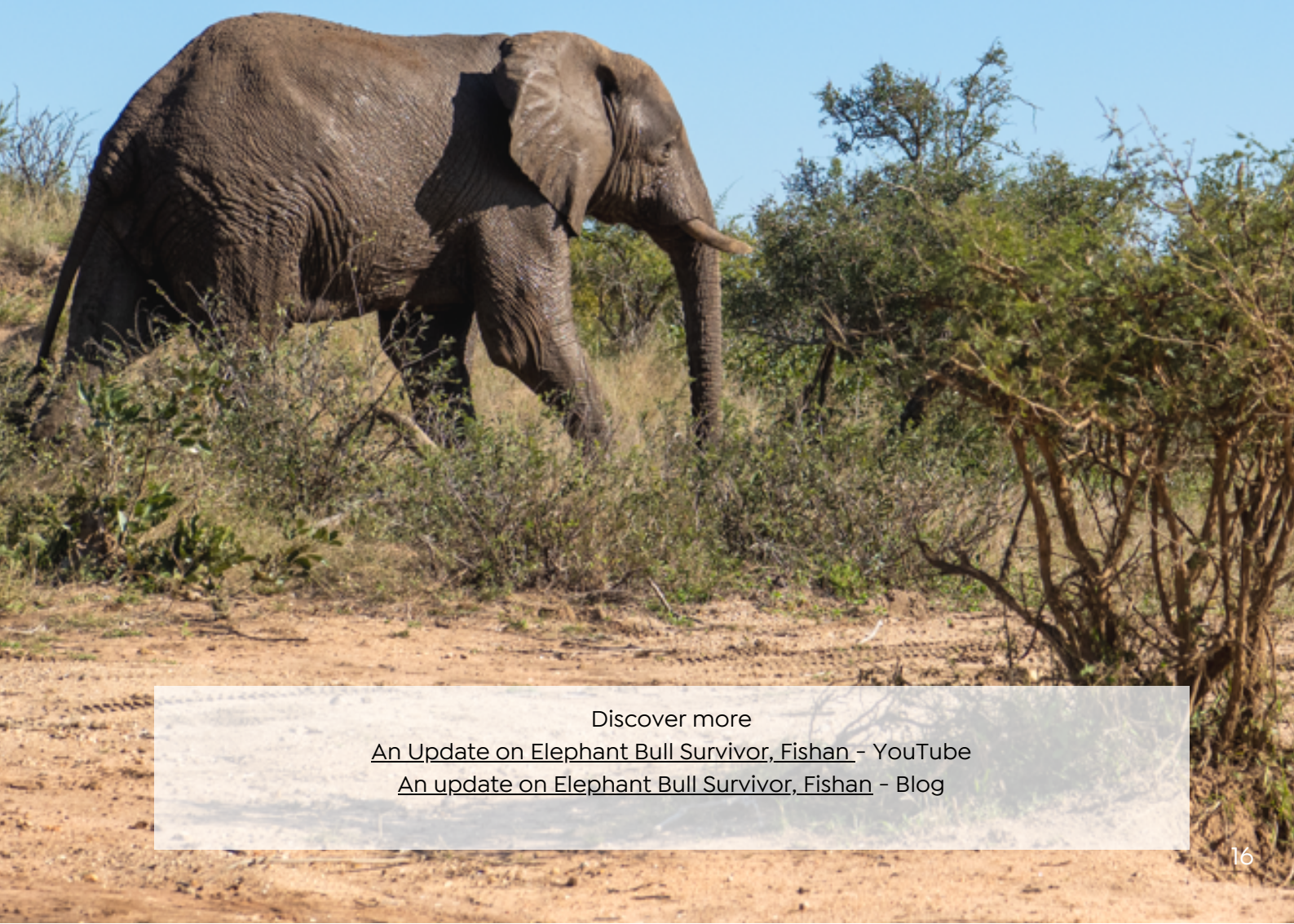


AN UPDATE ON FISHAN

Fishan has had an incredible journey of recovery, one that not many thought he would live to see, following his injury in 2018. After fracturing his leg when he stepped into a pot hole in the reserve, Fishan had to undergo plenty of rehabilitation as his leg healed and he regained the strength to walk in the bush with his herd. It has been amazing to see how he determined Fishan was to overcome this mishap and to not give up. He inspired us every day and even seems to have a closer bond with some of the carers now, after the team helped him to recover, by spraying his injured leg with water and reading to him to keep him company while he got better.

Today, Fishan is doing well, although he still experiences some stiffness in cold weather. We provide him with anti-inflammatory and pain relief medication to help him, and clean the pressure wound that has formed on his injured leg. Since he sleeps mostly on this side, to allow his stronger leg on the right to help him up, his left leg has developed a bed sore that requires daily cleaning.

Seeing Fishan out in the wild, keeping up with the herd, is heart-warming for all of us. Back with the herd, enjoying the wilderness as an elephant should, Fishan continues to go from strength to strength. He walks well in the bush with his herd, although he is slower and has a slight limp. He enjoys swimming and mud bathing and we suspect that the water helps to take some of the pressure off his leg and offers some cooling comfort to his body. We look forward to continuing to watch Fishan thrive among the Jabulani herd and will continue to share his progress.



Discover more

[An Update on Elephant Bull Survivor, Fishan](#) - YouTube

[An update on Elephant Bull Survivor, Fishan](#) - Blog



SUSTAINABILITY AND CONSERVATION

LAND RESTORATION PROJECT

Our Grasslands Restoration Project is now in phase two. Through fundraising, we have been able to start our mission to restore and rejuvenate the tracts of land most often used by not only our rescued elephant herd, but all the wildlife we share our reserve with. The JabuLadies have been assisting by removing invasive plant species, such as Peruvian zinnia, that take over the plant community and out-compete grass.

Our Grasslands Restoration Project is vital for the long term sustainability of our wilderness reserve and the animals who call it home, including the rescued herd.

To treat the land that has been degraded by the elephants' movements, we employed brushpacking, which helps to rejuvenate the land where there has been a lot of foot traffic from the elephants over time. The soil is turned and afterwards interlocked with thorn branches that both stimulate growth and create a barrier to flowing water from heavy rains that could wash away valuable topsoil. This provides grass seeds entering from the surrounding environment with a microhabitat suited for germination. In an attempt to speed up the rehabilitation process, elephant manure from the herd was added to the fertiliser to provide a substrate for optimal plant growth. Seeds are added to the manure mix.

Our project goal was to cover 50 hectares. The team completed an area of 42.6 hectares this year. The ultimate goal would be to cover at least 1000 hectares that surround the frequently traversed land surrounding the elephant homestead, but that will take time and considerable funds.

Discover More

[The JabuLadies Grasslands Restoration Project Phase 2! - Blog](#)

[Feedback on our HERD LAND REJUVENATION Microproject - YouTube](#)

[Reports on HERD Elephant Impact Project Phase 2 - GlobalGiving](#)

[A Home For Elephants & Humans Alike | Protecting Our Habitats - Blog](#)

[Restoring Our Wilderness ~ From Elephant Dung to Marula Trees - YouTube](#)



AQUAPONICS, WORMERY & BANA GRASS

Our objectives at HERD Trust speak to the Sustainable Development Goals (SDGs), also known as the Global Goals, adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity. These goals, like our own, recognise that development must balance social, economic and environmental sustainability. As such, much of our work at HERD involves not only the rehabilitation and integration of elephant orphans, but also the sustainable development of the land and communities around us.

Aquaponics

Our innovative aquaponics system allows us to grow fresh produce most commonly used in the Jabulani kitchen; giving the Jabulani lodge chefs more control over the quality and source of the ingredients available to them. Our aquaponics project feeds into our greater conservation philosophy and ensures fresh nearby sources of food for the lodge and their guests.

What is aquaponics? It's a combination of aquaculture (growing fish and other aquatic animals) and hydroponics (growing plants without soil). It's a symbiotic system whereby the plants are fed the waste / discharge from the fish (in our case: tilapia) and in return, the plants clean the water that goes back to the fish. The fish waste is thereby recycled and made use of, instead of ending up in the ocean, and the water used is recirculated in a closed system, reducing the amount of water used. For the plants, we source crop seeds that are not genetically modified from reputable suppliers that follow excellent environmental practices.



Wormery

It has long been a dream of ours to create an aquaponics and wormery farm that could complement the work at both Jabulani, the lodge, and HERD Trust, in sustainable ways. Firstly, as a way to work toward creating a space which produces zero waste, and secondly to enable a place for learning – about not only elephants, but also about easy ways to care for the environment and transform your garden into a sustainable, food-generating oasis.

When we started HERD Trust, we quickly followed up with building an aquaponics nursery on the same land as the orphanage, and then a wormery farm (vermiculture), working as a team to develop these projects, before opening them as places for visitors to come and learn from.

Elephant Carer Herman actually began his journey with us here, in the wormery, tending to the farm with love and care and dedication that made Adine realise that this was a man with the kind of heart and loyalty that is needed to care for baby elephants. Herman soon took on a new role, caring for Khanyisa and learning about elephants. Junior Nursery Carer Khensani is also now assisting with the wormery.

We currently use Red Wiggler worms (*Eisenia fetida*), which we feed elephant manure from the Jabulani Herd and any wasted fresh produce from the kitchen at Jabulani. The Red Wigglers eat just about anything organic, such as fruit and vegetable scraps, bread, coffee grounds and filters, tea bags, grains, plant trimmings, paper and leaves. We have witnessed a great proliferation of worms and other bugs in our farm, creating a rich and healthy biodiversity from this biomass. Over time, by-products are produced by the worm farm, for example vermicompost (containing water-soluble nutrients, it is an excellent, nutrient-rich organic fertiliser and soil conditioner) and vermitea (urine that acts as an organic insect repellent for crops). We use this to add to our bana grass plantation, which is used to feed the elephants.

The leftover bana grass and elephant dung is added back to the worm farm and the worms continue to break them down and turn them back into fertiliser to nourish the plants. Such is the perfect closed circuit cycle that these sustainable farming or gardening practices enable, ensuring that we can continue to care for the land and animals in the best possible way. As the worms eat through compost, they leave behind waste called worm castings or vermicast, an organic form of fertiliser produced from earthworms (also called worm humus, worm manure, or worm faeces). These are an optimal soil enricher, improve soil aeration and drainage, and increase water retention in the soil.



Bana Grass

Our homegrown bana grass plantation sits alongside the orphanage and is a sustainable and convenient extra source of food for the Jabulani herd and orphans at HERD Trust. Bana grass is used to supplement the elephants' foraging in the bush, especially during the dry season. Commonly referred to as “elephant grass”, bana grass provides a good source of nutrition, including protein and fibre. The farm-to-fork concept of sustainability is just as essential when caring for elephants as it is humans and the planet as a whole.

Part of the early morning duties of the elephant care team is to head out into the bana grass fields to harvest at least eight metres of ten rows of fresh bana grass. A small delivery is taken to the orphanage for Khanyisa, and once the stables are cleaned for the day, the rest of the harvest is dropped off around the homestead, both under the roofed area as well as in the fields that surround the stables. In between feeding elephants, the quick and easy-to-grow grass is tended to by our dedicated team and harvested row by row, systemically, to ensure that each row can regenerate.



Anti-Poaching

We are grateful to be situated in the Greater Kapama Area and to be guarded by a dedicated anti-poaching unit, helping to ensure the safety of the elephants in our care at HERD as well as the wild elephants and other animals in our reserve. The strict and dedicated APU is now renowned in the greater Kruger area, and works with the police as well as the CIS in the Kruger National Park, and several other anti-poaching units. The Kapama APU patrols in the high-risk areas of the reserve and conducts daily foot patrols on the reserve looking for traps and poachers. It also conducts occupational safety inspections on a regular basis. In an effort to combat poaching, the Kapama APU has been using tracking dogs as part of its anti-poaching initiative. The canine unit is comprised of both Bloodhounds and Belgian Malinois dog breeds, who have been trained to track potential poachers.



Stop Snaring Awareness Campaign

In April 2021, we launched a #STOPSNARING Campaign and shared the voices of our elephant carers in English, Shangaan, Sotho and Shona, on social media. Our multi-language videos about snaring aimed to reach people across South Africa and beyond, and form part of community collaborations in schools, starting with these four languages that are predominant in the country.

Having received two orphans affected by snaring, in 2020 and 2021, and seen the impact of these traps on young elephants, the cause is especially important to us and one that plagues the country and the topic of human-elephant conflict.

Discover More

[A Message from HERD Elephant Manager, Tigere Matipedza | ENGLISH - YouTube](#)

[A United Message from Our HERD Elephant Carers - YouTube](#)

[A Multi-Language Message from Our Elephant Carers | Blog](#)

[The Pandemic Facing Elephants Big & Small | Blog](#)

[Wildlife Vet, Dr Peter Rogers explains illegal wildlife snaring - YouTube](#)



COMMUNITY OUTREACH

JABULADIES PROJECT

- BOOKMARKS
- PLACEMATS
- ELEPHANT DUNG PAPER
- SOAP

Initiated by HERD Trust Founder, Adine Roode, the JabuLadies project aims to inspire, enlighten and empower women around us to create a unique collection of hand-embroidered items and make extra income for themselves and their families.

With COVID-19 leaving many people around the world without jobs, especially in rural parts of South Africa where we are based, we have tried to create new opportunities for entrepreneurship, to help others to support themselves and uplift their communities.

JabuLadies focuses on women in our local community, who often have to stay home to care for their children, or don't have access to job opportunities. With our embroidery and craft projects, these ladies can work from home, enabling us to also work towards bridging gender gaps in equality and income, little by little.

We are currently utilising the excess of elephant dung at HERD Trust in different JabuLadies projects - such as for soap and paper making. The JabuLadies are trained on site to create these items using tools we provide. We in turn sell their creations and provide the ladies with an additional income. At the same time, they get to share in the wilderness and gain more insight into the wildlife we work to protect. Elephants can in this way contribute to conservation and community upliftment.

One of our HERD Trust objectives is to take a holistic approach to leveraging elephant goods (including dung) and services (including ecotourism, cultural value, existence value).

The JabuLadies are also involved in making bookmarks and placemats, featuring elephant embroidery. The items they make are sold online and in the Jabulani lodge curio shop. The placemats are also used in the lodge dining areas, exhibiting the work of the JabuLadies to local and international guests.

The long-term goal is to create opportunities where the ladies can turn their training and skills into small to medium business enterprises. This is just the beginning.



JabuLadies
inspire.educate.empower

MPISI PRIMARY SCHOOL NUTRITIONAL PROJECT

Our partnership with the nearby Mpisi School is developing steadily. It was this school that our own nursery elephant carer, Khensani, attended in her junior years. Collaborating with the school, we started with elephant art projects, getting the young students involved in fun elephant-related activities to share awareness around the species.

Following this, our mission has been to develop nutrition programmes at the school. Many of the children at Mpisi will have their only meal of the day at school, as they come from impoverished homes where parents can't always provide adequately for their families.

Before we can look at anything else, whether physical activities or education, we have to tackle the most vital issue, which is ensuring healthy, well-fuelled minds and bodies. Malnutrition is causing the irreversible loss of physical and cognitive ability among our children and is a leading cause of death among children in South Africa. Food programmes are under strain and in need of creative and sustainable interventions.

To tackle this, we are working with the Nkosi Superbar initiative, distributed by Wellspring NPO, a non-profit drive to help businesses and communities take a stand against child malnutrition. We started by fundraising to provide the funds needed to give the children at Mpisi a consistent supply of Nkosi Superbars.

We are grateful for the amazing leadership provided at Mpisi School by the principal and teachers helping to teach and inspire these young minds, and for their partnership in this new initiative.

With the huge cost involved in providing these Superbars throughout the year, we are starting with the students in Grade R, benefitting 160 pupils under the age of six years. The Nkosi supplementary bar contains essential macro nutrients crucial for the development of children under the age of 6, and will be provided to Mpisi School on a monthly basis. The pupils will be weighed before the programme is started to establish a baseline to determine the effectiveness of the bar going forward.



PACK FOR A PURPOSE

Small Space. Little Effort. Big Impact.

Through the generosity of guests at Jabulani lodge or supporters of HERD Trust, we receive support through the Pack for a Purpose initiative. Pack for a Purpose invites travellers to make a lasting impact in the community at their travel destination. By saving just a few kilograms of space in their suitcase and taking supplies for schools or medical clinics in need, guests or visitors make a priceless impact in the lives of local children and families. We have been able to share donations made through Pack for a Purpose with the Mpisi School, Vet Books for Africa, and Hlokomela Clinic.





DISCOVER MORE

JABULADIES

[Empowerment, Embroidery & Elephants - Meet the JabuLadies](#) - Blog

MPISI SCHOOL PROJECT

[Growing our HERD - With Mpisi Primary School](#) - Blog

[Nutrition for Little Minds | A HERD Community Initiative](#) - Blog

[HERD - Community Development Project](#) - GlobalGiving

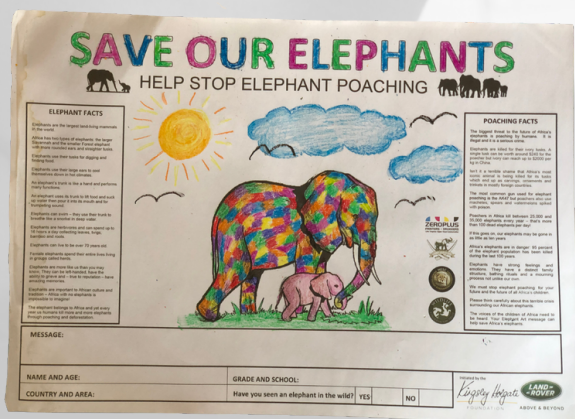
PACK FOR A PURPOSE

[Jabulani - Pack for a Purpose](#) - Blog



EDUCATION

#StopSnaring Multi-Language Awareness Campaign



Vet Books for Africa

We joined efforts to help support Vet Books for Africa, through fundraising on our GlobalGiving platform. Vet Books for Africa strives to promote education and conservation in Africa by distributing textbooks, journals, and veterinary supplies in various parts of the continent.



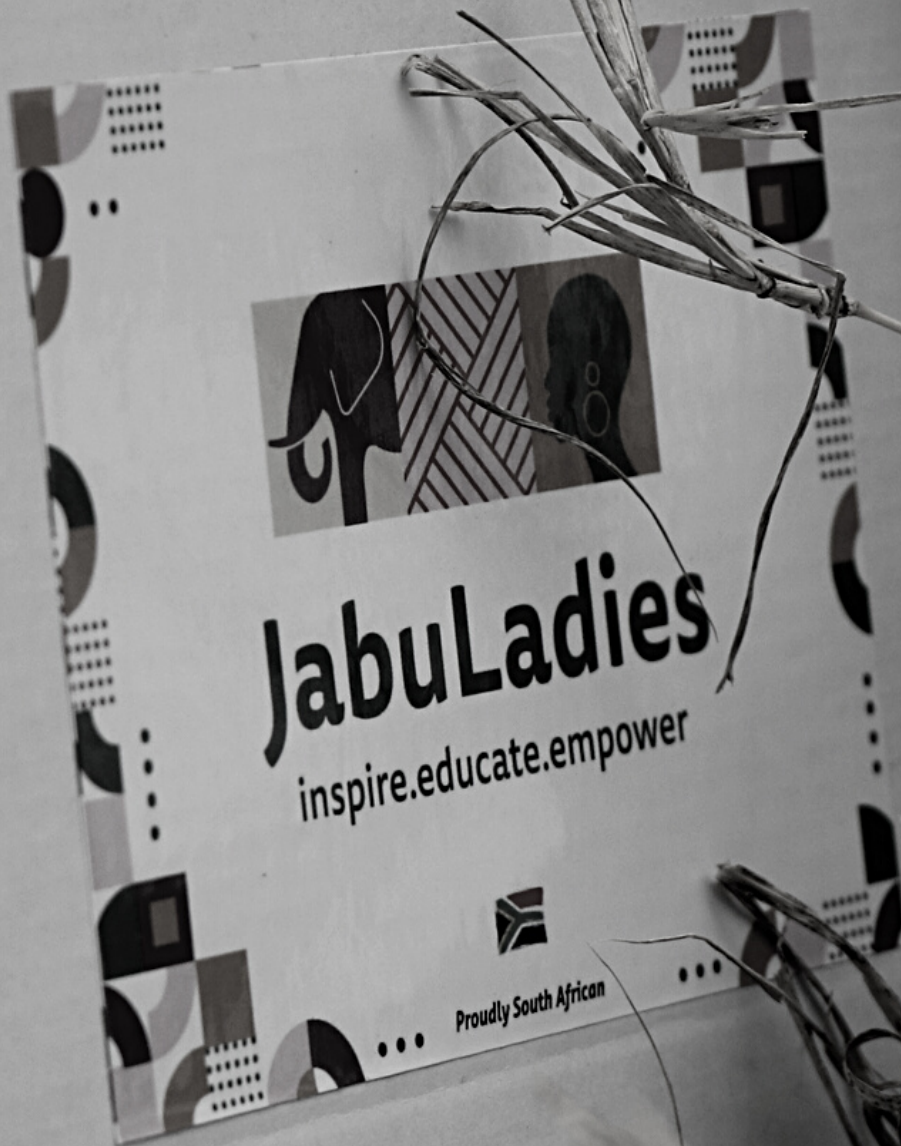
In memory of Fenga

Elephant Art

Trunkfuls of Art - A HERD Trust Elephant Art Competition run online, to encourage people to create elephant-inspired artwork, thereby spreading awareness of the species and our conservation work.

Elephant Art at Mpisi School - An elephant colouring-in project with students.





RESEARCH AND DEVELOPMENT

It gives us great joy to be able to assist young students with their dreams to contribute to the field of elephant research, and to benefit from the knowledge they are able to share as a result.

This year, we have been working with University of the Witwatersrand student, Chloe Caister, who has been researching a special facet of elephant life – personality – for her Master's degree thesis. Chloe is delving into the science behind whether elephants have personalities. To do so, she observes each member of our elephant herd's behaviour and records her findings using certain protocols. Once a profile is created for each elephant, she will conduct novelty experiments, exposing the individual elephants to novelty stimuli to record their variation.

Chloe's project studies the behaviour of our Jabulani herd, due to their unique set-up as rescued elephants. Through behavioural experiments, we can determine their personality types and how these affect interpersonal dynamics within the herd. The Jabulani herd is well known for its acceptance of orphaned elephant calves. This makes them an integral part of elephant conservation in Southern Africa. By understanding their individual personalities and needs, we can cater our husbandry to best suit them as individuals and continue to enhance their quality of life. Hopefully we can apply this study to other animals, to provide quality husbandry for rescued animals.

We have also been assisting in a study of the impact of feed management on the glucocorticoid concentration of semi-captive elephants, with Marko Reynders, a student at the University of Pretoria, doing a Master's degree in animal production and quality. Marko tested the stress levels in the elephants and took feed samples of the most common trees in the area and the five most common grass species. He also tested the fibre content of what the elephants eat – to find correlations between this and stress levels. The goal is to help us minimise the stress on the animals.

Discover More

[Learning From the Giants | A Study into the Personality of Elephants](#) - Blog
[Collaborating with University Students in the Name of Elephant Research](#) - Blog



RESEARCH AND DEVELOPMENT

DEVELOPING A MILK SUBSTITUTE FOR ELEPHANT CALVES

This year, we began searching for local suppliers in order to reduce the costs of our milk formula given to the orphan calves. We also researched the option of producing in bulk. In March 2021, we began using local suppliers for some of the products used in the milk formula.

SAVE THE ELEPHANTS

HERD Trust received a visit from Dr. Iain Douglas-Hamilton, one of the world's foremost authorities on the African elephant and the Founder and Senior Scientist of Save The Elephants, and Dr. Chris Thouless, the Director of Research of the Elephant Crisis Fund. The purpose of the visit was to share ideas and discuss how to address elephant orphans and their reintegration.

ELEPHANTS ALIVE

We began the planning phase for a study with Elephants Alive, into elephant pheromones, detection mechanisms using collaring on elephant tails, as well as mitigation barriers.





STAFF AND EMPLOYEES

At the heart of HERD Trust's vision is our team who carry out our organisation's programmes and mission with passion and commitment. During the 2021-2022 financial year, HERD Trust created 43 permanent employment positions.

The empowerment and development of our team is crucial to the success of HERD Trust. This year, we supported three students with gaining practical experience to enable them to graduate. In addition, 33 team members received training in first aid and fire safety.

HERD Trust facilitated two student programmes:

- Yes4Youth offered a platform where students could do practical work with us as part of their course in order to help empower the youth.
- We enrolled two environmental and reserve management students. These were third year students from the Centurion Academy. Their third year consists of a practical year to gain exposure and experience.
- Jabulani Chef Training. The five-star Relais & Châteaux Jabulani lodge accommodated chef students to enable them to gain practical experience in assisting the qualified chefs.



| Departments | Number of employed staff |
|-----------------------------|--------------------------|
| Elephant Carers | 25 |
| Marketing & Fundraising | 4 |
| Operations | 3 |
| Stable Hands | 5 |
| JabuLadies | 3 |
| Students Training Programme | 3 |
| Total: | 43 |

| Gender | Number of employed staff |
|--------|--------------------------|
| Male | 33 |
| Female | 10 |

| Race | Number of employed staff |
|---------|--------------------------|
| African | 34 |
| White | 9 |





FINANCIAL & STATUTORY INFORMATION

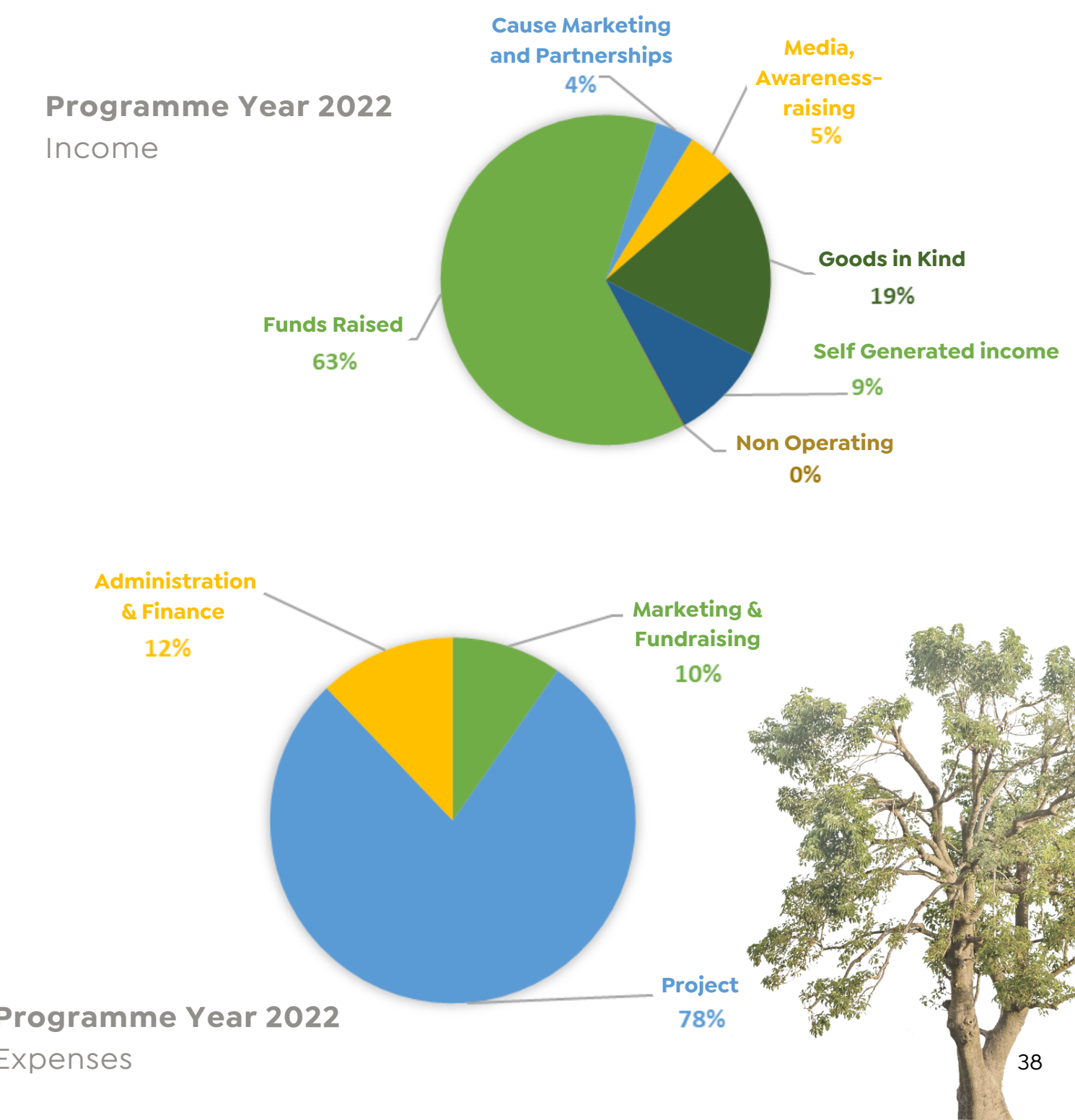
HERD Trust was formally established during December 2020.
HERD Trust Registration Number: IT002079/2020(T)
South African Income Tax Exemption was approved during May 2021.
HERD Trust Public Benefit Organisation Reference Number: 930072153

| Registration | Period Registered |
|------------------------------|-------------------|
| Workman's Compensation Fund | August 2021 |
| Pay As You Earn Employee Tax | March 2021 |
| Income Tax | March 2021 |
| Value Added Tax | March 2021 |
| Unemployment Fund | March 2021 |

INCOME STATEMENT

HERD Trust Financial Details

Below is a statement for the year ending 28 February 2022. As this is HERD Trust’s first year of operating, no comparative figures are available. We pursue our mission with passion and purpose – and we do this with your continued support.



| CURRENT YEAR REVENUE & EXPENSES | | FY2022 |
|--------------------------------------------------------------------------|-----------------------------|------------------------|
| | | |
| Revenue | | |
| | | |
| Funds Raised | | R 9 547 073,00 |
| | Individual | R 8 978 353,00 |
| | Corporate | R 520 000,00 |
| | Trusts & Foundations | R 48 720,00 |
| | | |
| Cause Marketing Partnerships | | R 575 435,80 |
| | | |
| Media & Awareness-raising | | R 739 998,77 |
| | Broadcasting / Publications | R 653 540,79 |
| | Filming / Photography | R 86 457,98 |
| | | |
| Goods in kind | | R 2 865 393,80 |
| | | |
| Self Generated Income | | R 1 463 537,13 |
| | Merchandise sold | R 319 272,28 |
| | Elephant Moments Activities | R 1 144 264,85 |
| | | |
| Non Operating | | |
| | Investment Revenue | R 15 701,34 |
| | | |
| Total Revenue | | R 15 207 139,84 |
| **Agrees to Annual Financial Statement's total revenue and other income. | | |
| | | |
| | | |
| Expenses | | |
| | | |
| Project Expenses | | R 8 907 218,25 |
| | Conservation | R 3 957 355,51 |
| | Development | R 210 993,15 |
| | Employee Cost | R 4 738 869,59 |
| | | |
| Marketing & Fundraising Expenses | | R 1 107 154,60 |
| | Marketing | R 388 030,60 |
| | Employee Cost | R 719 124,00 |
| | | |
| Administration & Finance Expenses | | R 1 381 449,15 |
| | Trustee Fees | R 396 300,00 |
| | Commission & Bank Charges | R 140 039,21 |
| | Adminsitration Fees | R 845 109,94 |
| | | |
| Total Expenses | | R 11 395 822,00 |
| **Agrees to Annual Financial Statement's expenses and purchases. | | |

RATIOS

Despite the financial strains caused by the COVID-19 pandemic, HERD Trust adapted to meet our conservation goals. Our organisation generated 85% of our income from private and public donations and 15% from self-generated income. Our aim for the next year would be to grow our self-generated income to contribute to our sustainable financial goals.

| | | |
|------------------------|--------|-----------------------------------------------------------------------------------------------------------------------------------|
| Programme Expense | 78% | Percentage of typical expenses in "core" programmes |
| Fundraising Efficiency | 13.74% | What it costs HERD Trust to produce contributions. For every Rand spent on marketing and fundraising we received R13,76 in income |
| Contribution | 85% | HERD Trust's reliance on donors |
| Days of Cash on Hand | 0.25% | Cash to cover a quarter of a year's operating expenses |

Extract from Wildlife Conservation Trust: Financial Details

HERD Trust entered into a collaboration with Wildlife Conservation Trust for the period March 2020 to May 2021. Below is an extract for the period HERD Trust collaborated with Wildlife Conservation Trust, ending February 2021.

| Revenue | FY2021 |
|--------------------------|---------------|
| Funds Raised | R5 209 681.00 |
| Self Generated | R 608 692.92 |
| Non Operating | R 184 035.00 |
| Expenses | FY2021 |
| Project Expenses | R4 390 945.68 |
| Marketing & Fundraising | R 427 197.32 |
| Administration & Finance | R 286 392.00 |



ELEPHANT MOMENTS



Through Elephant Moments, we have been able to bring in revenue for HERD Trust. This is a respectful and memorable experience where visitors have the chance to learn invaluable information about elephants and get the opportunity to meet a few gentle giants and understand them and their immense importance as a keystone species to our ecosystem. Visitors contribute financially to the survival of the rescued herd to ensure the sustainability and well-being of the elephants, since all proceeds and revenue go towards HERD Trust.



Every elephant needs a herd.





FUNDRAISING EVENTS AND **CAMPAIGNS**

HERD Trust relies on public funding to cover all operational costs from month to month. We rely on supporters, foster parents, donors and partners to be able to do what we do. The cost of caring for and supporting sixteen elephants and their carers is immense. But we are fortunate to have a global community who care about our elephants and protecting their future.

SPECIAL THANK YOU'S

INDIVIDUALS

A special thank you to all our donors who donated more than USD5000 to HERD Trust

| USD 5000 + | Description |
|-------------------------------------|------------------|
| Amarula - Distell International LTD | General Donation |
| Stephan Knopfel | Fostering |
| Lynette Pruneau | General Donation |
| Reclaimed Earth | General Donation |
| Peace For Animals | General Donation |

| Goods in Kind - Donations USD 5000+ | Description |
|-------------------------------------|----------------------------|
| Wildlife Conservation Trust Donors | Donated orphanage building |
| Camp Jabulani (Pty) Ltd | Donated land rent fee |
| Guernsey Beleggings (Pty) Ltd | Providing land restoration |
| Jabulani Collection (Pty) Ltd | Management fee service |



GOODS IN KIND

- Ambrosia
- Brenda McManus
- Dorothy Westcott
- House of Mangar Interiors – Ballito
- Izindlovu Fund
- Jabulani
- Judy & Matthew Teague and Friends
- Letaba Wireless Networks
- Morgan Creek Holdings
- Redelinghuys Pakhuis
- Ruth Carr
- Soleil Citrus
- SSME Mthembu Medical
- The Melendez Family
- The Rhino Orphanage
- Warriors for Africa Wildlife (WAW)

HOW TO GIVE

There are so many ways to support HERD Trust, to help protect and save our elephants. To learn more and find out how you can make a difference, visit www.herd.org.za

Direct Deposits

herd.org.za/donate

Normal Donations

herd.org.za/donate

Wishlist

herd.org.za/product-category/our-wishlist

Online Shop/Merchandise

herd.org.za/merchandise

HERD Trust Corporate Partners

herd.org.za/partners

Fundraisers

herd.org.za/fundraising

Ambassadors

media@herd.org.za

Gifts/Bequests

herd.org.za/help-the-herd/leave-a-legacy

Adoptions

herd.org.za/foster-an-elephant

Projects

herd.org.za/projects

GlobalGiving

www.globalgiving.org/donate/97925/hoedspruit-elephant-rehabilitation-and-development

GivenGain

www.givengain.com/c/herdtrust

MySchool

www.myschool.co.za

Benevity

benevity.com



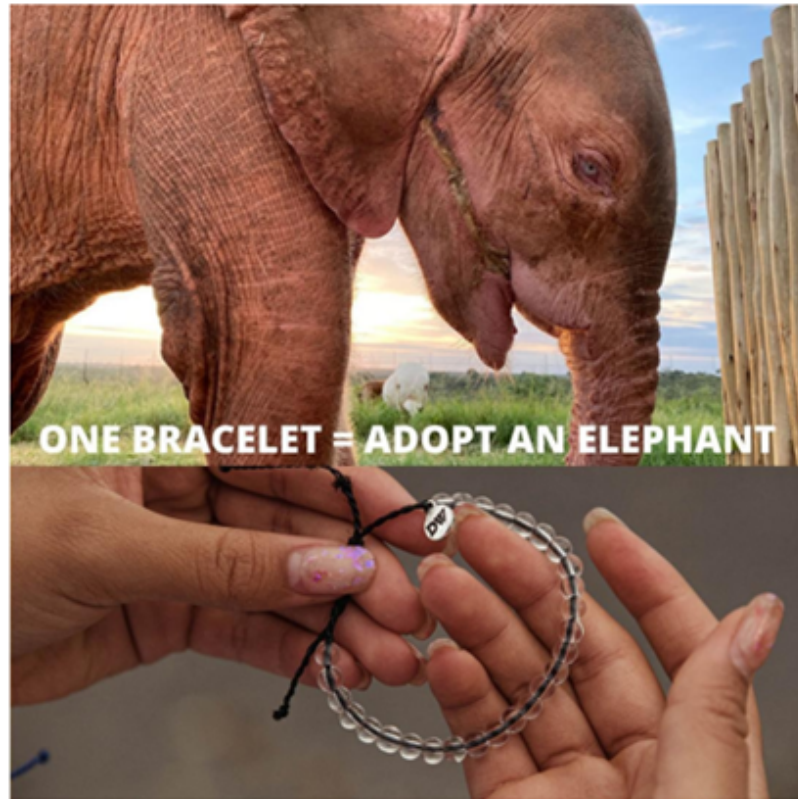


HERD TRUST PARTNERS

CAUSE MARKETING

Discover Wildlife – Bracelet Campaign

Discover Wildlife partnered with HERD Trust to spread awareness of a fostering campaign for snare survivor, Khanyisa. Discover Wildlife offered a bracelet to each person who adopted Khanyisa, giving a percentage of the funds raised to HERD Trust.



Amarula – Khanyisa Limited Edition

By purchasing a bottle of Amarula's limited edition Khanyisa bottle, shoppers helped us rehabilitate orphaned albino baby elephant Khanyisa, who was cruelly injured in a poacher's snare. This limited edition bottle was created to support the work of HERD Trust, South Africa's first elephant orphanage.



CONCLUSION





EVERY ELEPHANT NEEDS A HERD

Each day we spend with the elephants, our understanding of them deepens. We see the complexity of their needs, of their social dynamics, and how similar to us as humans they are. Like us, they are social creatures, needing strong and reliable bonds with those in their families for emotional and physical support. The youngest are the most vulnerable and the herd knows this and steps in to help them, as they do with Fishan, who needs a little extra care and patience. Helping to raise elephant orphans and support a herd, even one as blended and unique as ours, makes us look to the human family and remember that we are only as strong as our slowest and weakest, that we need to help each other if we are to advance in any way. The success of Khanyisa's integration has been a testament to what we can achieve together, as it is our donors, supporters, foster parents and partners that have helped us to rehabilitate her and help her grow and thrive.

It is an immense cost to sustain 16 elephants month after month, but also a huge toll physically and emotionally, yet with the support of people around the world, we feel stronger and more motivated than ever. We deeply believe that every elephant matters and that every elephant needs a herd. Being able to help where help is needed, to undo the wrongs of others, and to give elephants a second chance at life as close to nature as possible is our mission and our joy in life. It gives us a sense of purpose to be able to play an active role in elephant conservation and to turn this work into something that benefits the community and land around us.

Thank you for helping us to achieve this dream so we can provide a place where displaced and orphaned elephants can rehabilitate and integrate into a welcoming family, and a space where humans can be inspired to do better.



Every elephant needs a herd. As a species, their strong family bonds and delicate social dynamics are integral to their well-being and survival. Because of this, orphaned elephant calves have a slim chance of survival in the wild. HERD's elephant orphanage in South Africa gives them a fighting chance by stepping in as their family and protectors when they need it most. You can help us give them a second chance at life...



