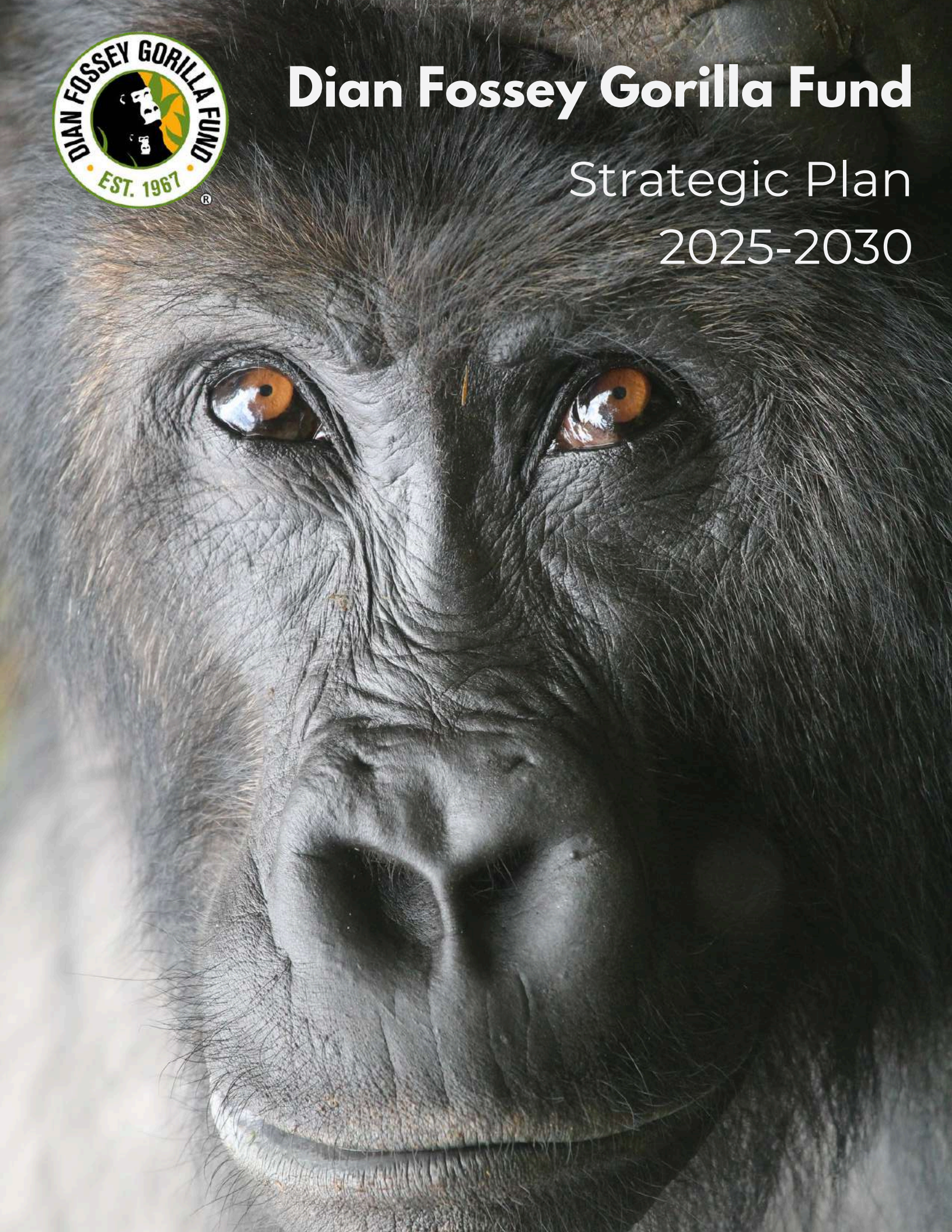
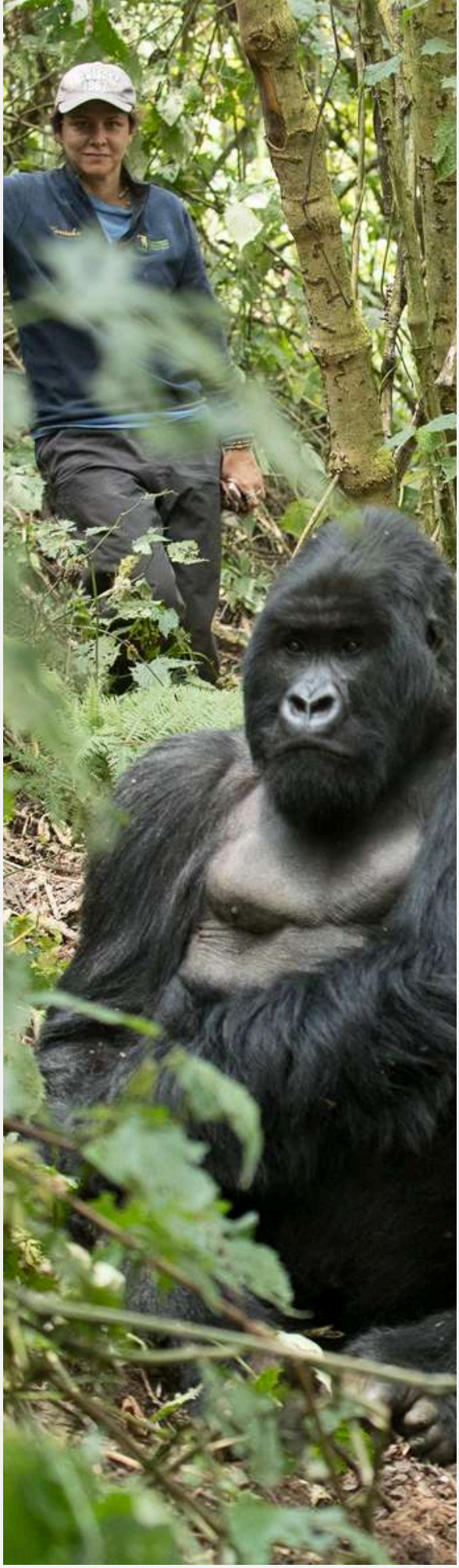


Dian Fossey Gorilla Fund

Strategic Plan 2025-2030



A Courageous 5-Year Vision

We are thrilled to share our ambitious new strategic plan, which sets a bold vision for the next five years of the Dian Fossey Gorilla Fund. Together, we are embarking on a journey that will not only protect and, hopefully, grow gorilla populations but also build thriving communities and contribute to a more sustainable planet.

The threats to gorillas and their habitats are greater than ever, but we are confident we can meet these challenges by enhancing our proven protection methods. We will continue to lead groundbreaking research on gorillas, and their ecosystems, and advance our understanding of climate change and biodiversity recovery. Central to our strategy is a commitment to cultivating the next generation of African scientists at an expanded Ellen Campus and furthering our model of community-led conservation, providing the tools and knowledge needed to lead global conservation efforts.

To achieve this vision, we will execute a purposeful philanthropy plan, strengthening communication, collaboration and funding to build a resilient organization that makes a lasting impact. This plan is filled with hope, opportunity and ambition. Together, we will not only protect gorillas but ensure that both people and wildlife thrive in harmony.

I am optimistic and inspired by the path ahead, and with your support, we will accomplish remarkable things for gorillas, communities, and our planet.

Tara Stoinski

Dr. Tara Stoinski
President &CEO/Chief Scientific Officer



About Us

The Dian Fossey Gorilla Fund was founded in 1967 when Dr. Dian Fossey established her Karisoke Research Center in the mountains of Rwanda.

Today, the Fossey Fund is proud to be the world's largest and longest-running organization dedicated to gorilla conservation. With a team of 400 individuals working tirelessly every day in Rwanda and the Democratic Republic of the Congo, we provide direct protection to gorillas and support the conservation priorities of these countries.

Our Strategy

We have been working on the frontlines of gorilla conservation for almost six decades. Through a holistic, scientific and people-centered conservation approach, we have helped bring the mountain gorilla – which Dian Fossey thought would disappear by the year 2000 – back from the brink of extinction. In fact, they are the only great ape on the planet besides ourselves that is increasing.

Through this proven model, we are not only saving gorillas and their critical habitats but helping the people who share their forest home.

Our Mission

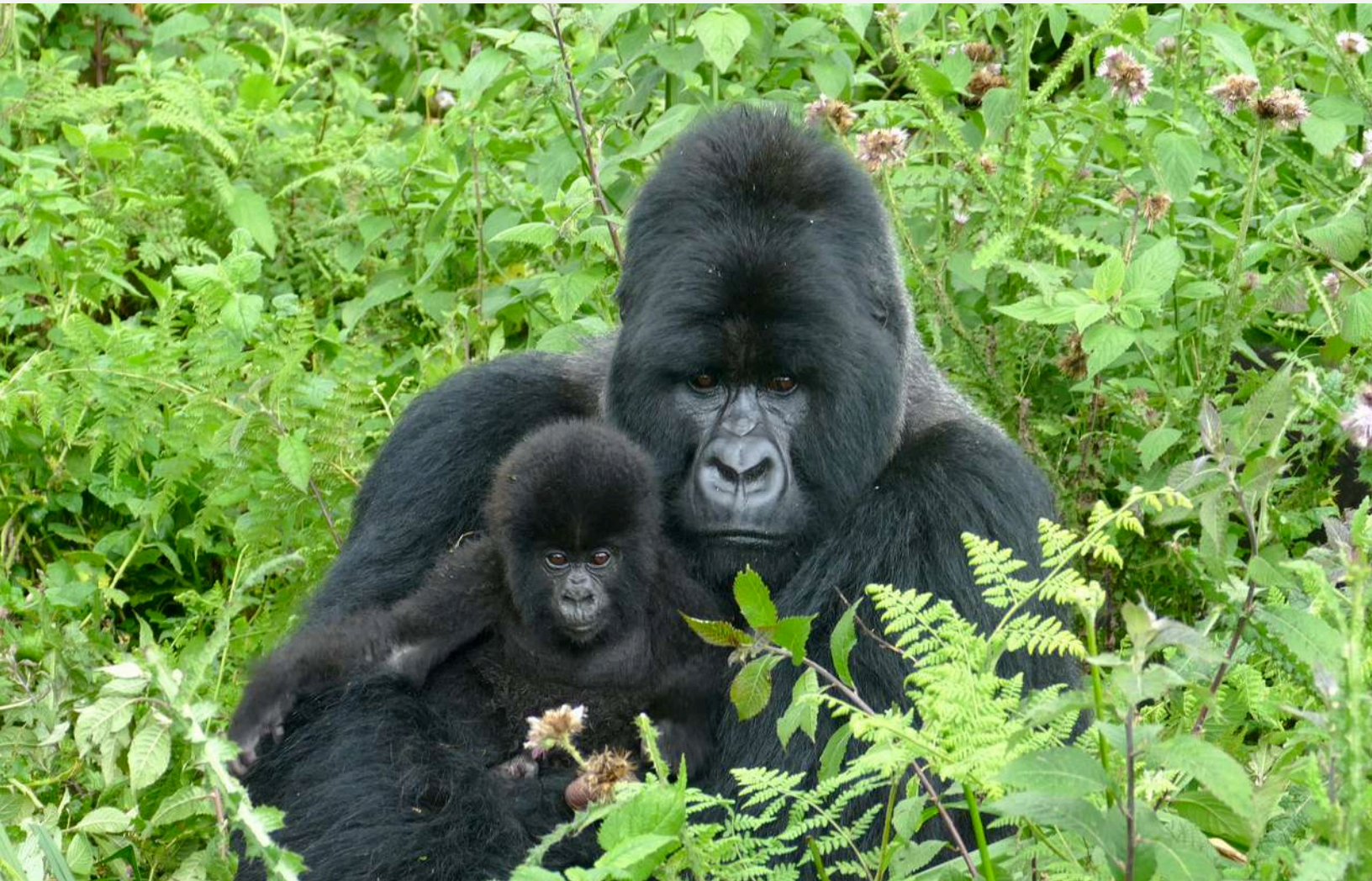
The Dian Fossey Gorilla Fund saves gorillas and the ecosystems in which they live through a scientific and people-centered approach to create a healthier planet for all.

Our Vision

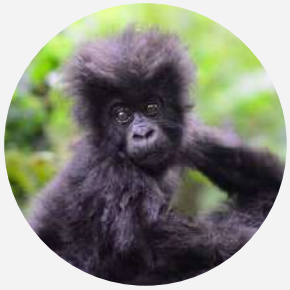
We envision a world where gorillas, their ecosystems, and people thrive together for the health of the planet.

Our Values

- **Integrity** - We are honest, transparent, credible and trustworthy.
- **Courage** - We boldly, bravely, creatively and constructively face challenges.
- **Equity** - We are fair, respectful and equitable in our interactions.
- **Passion** -We are caring, inspiring, and create positive momentum.
- **Collaboration** -We listen, learn, share and cultivate relationships.



Four Pillars Of Work



Protecting Gorillas

Effective conservation requires the direct, sustained protection of wild animals in their natural habitats. We are on the frontlines of gorilla conservation, with our dedicated teams on the ground every single day working to ensure the survival of gorillas.



Conducting Critical Science

As the world's longest-running gorilla research program, we combine our extensive and unique datasets with cutting-edge science to advance our understanding of gorillas and their habitats and to develop effective conservation strategies.



Creating Conservationists

Using our trusted voice and expertise, we educate and advocate for action to protect wildlife and wild places and provide conservation stakeholders from Africa and around the globe with opportunities to enhance their skills to become the leaders of today and tomorrow.



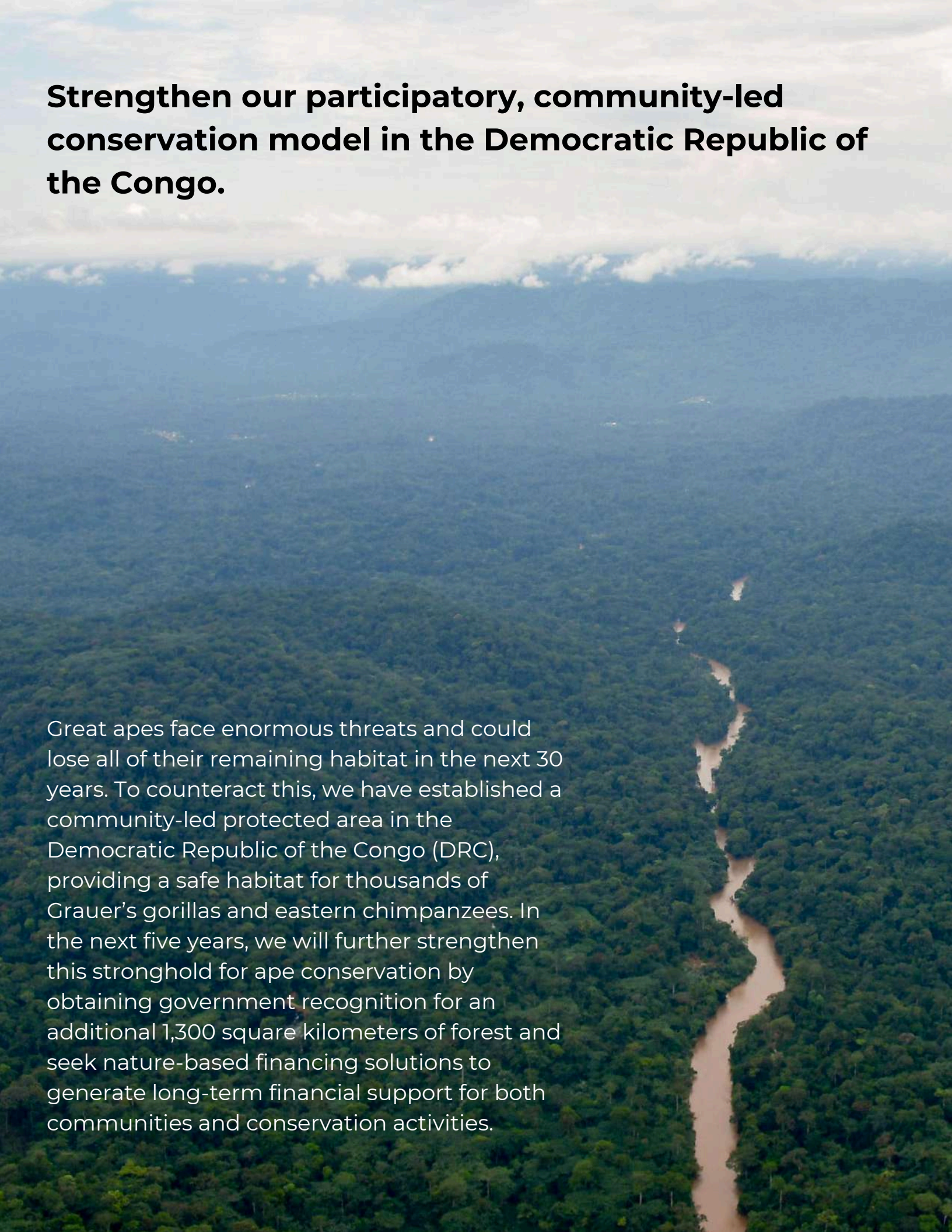
Building Resilient Communities

The equitable involvement of indigenous peoples and local communities in conservation is essential. We collaborate with communities to address their critical needs with a specific focus on education, livelihoods, and food/water security.

Strategic Plan Priorities 2025-2030

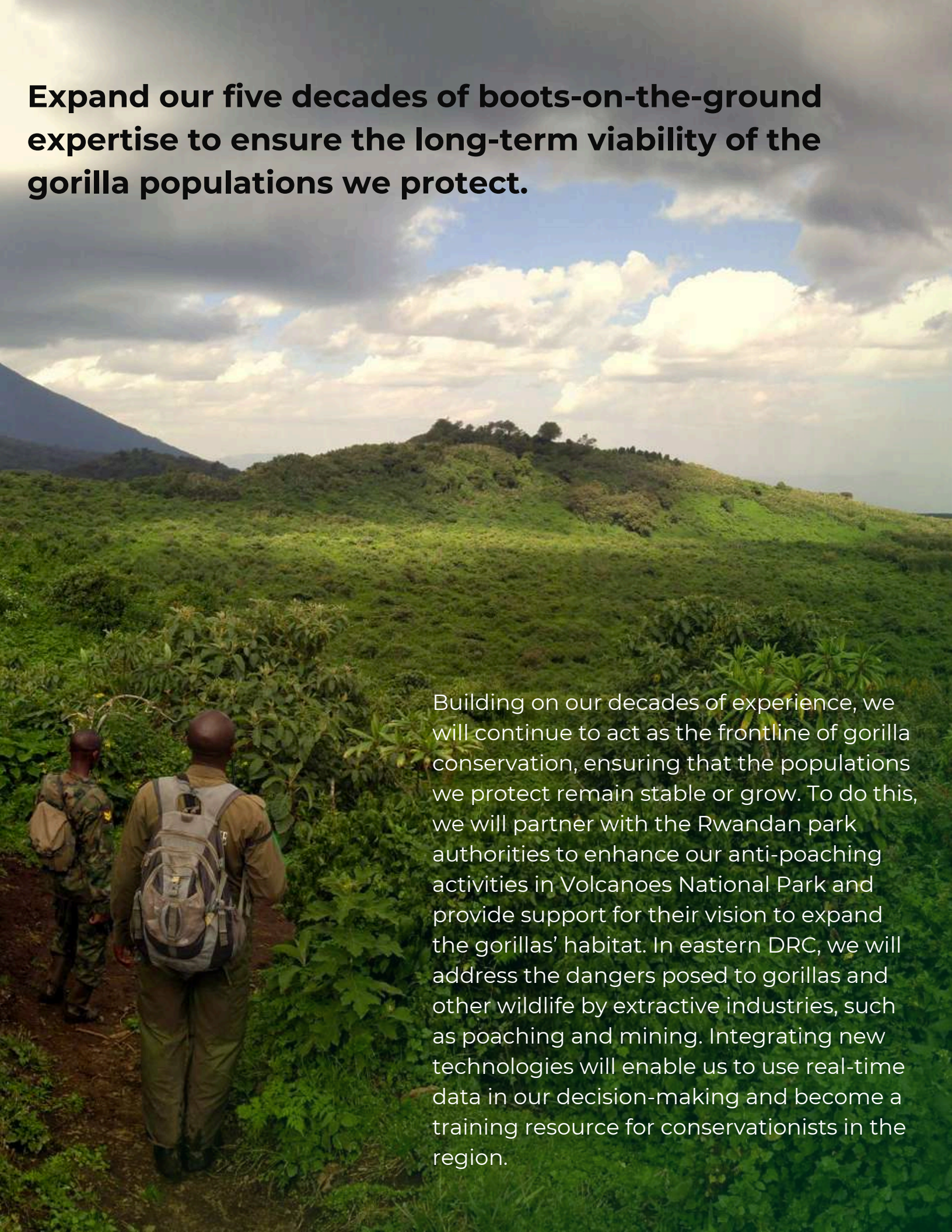


Strengthen our participatory, community-led conservation model in the Democratic Republic of the Congo.



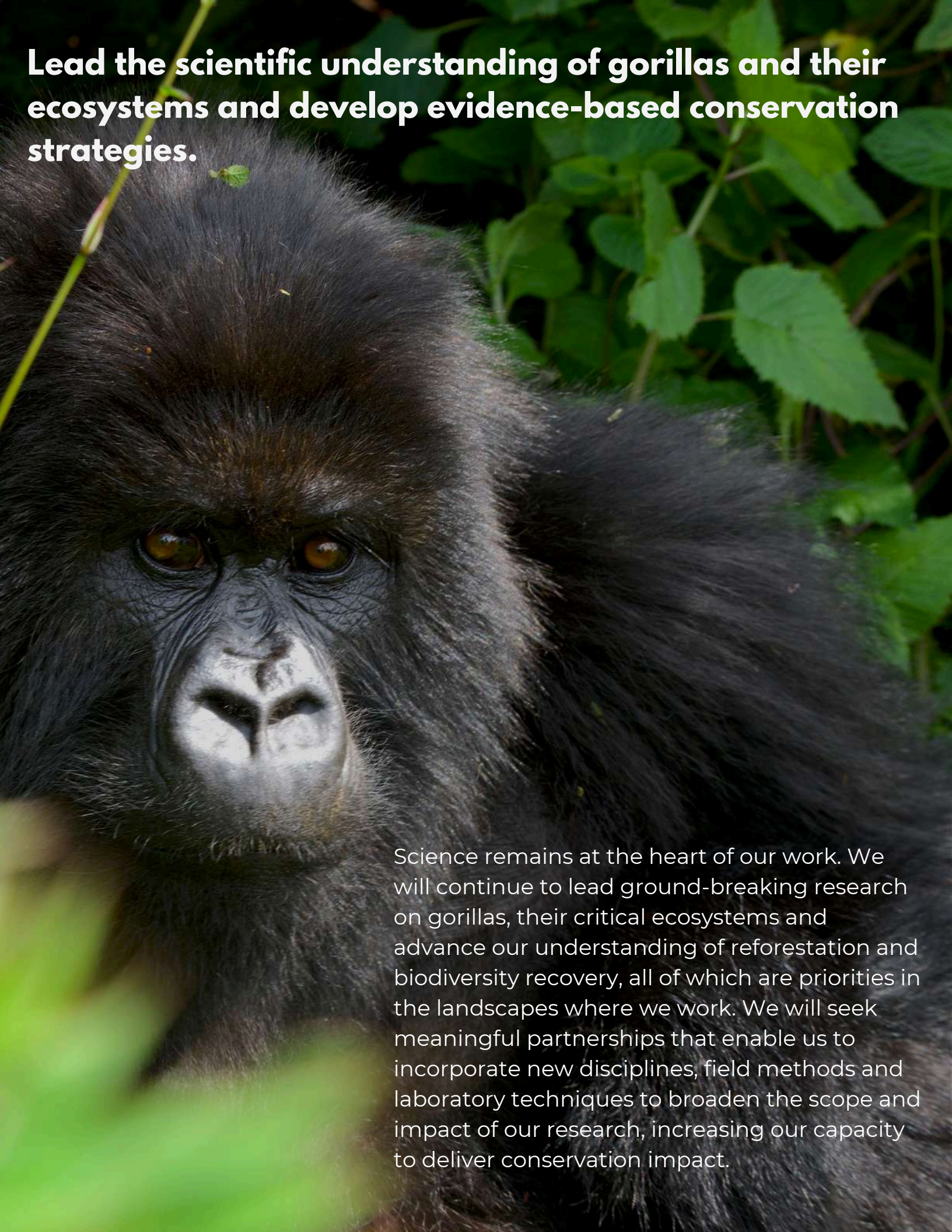
Great apes face enormous threats and could lose all of their remaining habitat in the next 30 years. To counteract this, we have established a community-led protected area in the Democratic Republic of the Congo (DRC), providing a safe habitat for thousands of Grauer's gorillas and eastern chimpanzees. In the next five years, we will further strengthen this stronghold for ape conservation by obtaining government recognition for an additional 1,300 square kilometers of forest and seek nature-based financing solutions to generate long-term financial support for both communities and conservation activities.

Expand our five decades of boots-on-the-ground expertise to ensure the long-term viability of the gorilla populations we protect.



Building on our decades of experience, we will continue to act as the frontline of gorilla conservation, ensuring that the populations we protect remain stable or grow. To do this, we will partner with the Rwandan park authorities to enhance our anti-poaching activities in Volcanoes National Park and provide support for their vision to expand the gorillas' habitat. In eastern DRC, we will address the dangers posed to gorillas and other wildlife by extractive industries, such as poaching and mining. Integrating new technologies will enable us to use real-time data in our decision-making and become a training resource for conservationists in the region.

Lead the scientific understanding of gorillas and their ecosystems and develop evidence-based conservation strategies.



Science remains at the heart of our work. We will continue to lead ground-breaking research on gorillas, their critical ecosystems and advance our understanding of reforestation and biodiversity recovery, all of which are priorities in the landscapes where we work. We will seek meaningful partnerships that enable us to incorporate new disciplines, field methods and laboratory techniques to broaden the scope and impact of our research, increasing our capacity to deliver conservation impact.

Deepen the impact of the Ellen Campus as a world-class facility for research and education.



We are committed to creating the conservationists of today and tomorrow. Building on the transformational impact of our Ellen Campus, we will expand our training programs and opportunities for early-career scientists to develop their professional skills and networks. We will embark on an expansion of our physical, financial and technical resources that will double the size of our current campus to create an even more impactful center of conservation action and education.



In partnership with local communities, expand our programs aimed at increasing resilience and addressing basic needs to impact the lives of 100,000+ people annually.

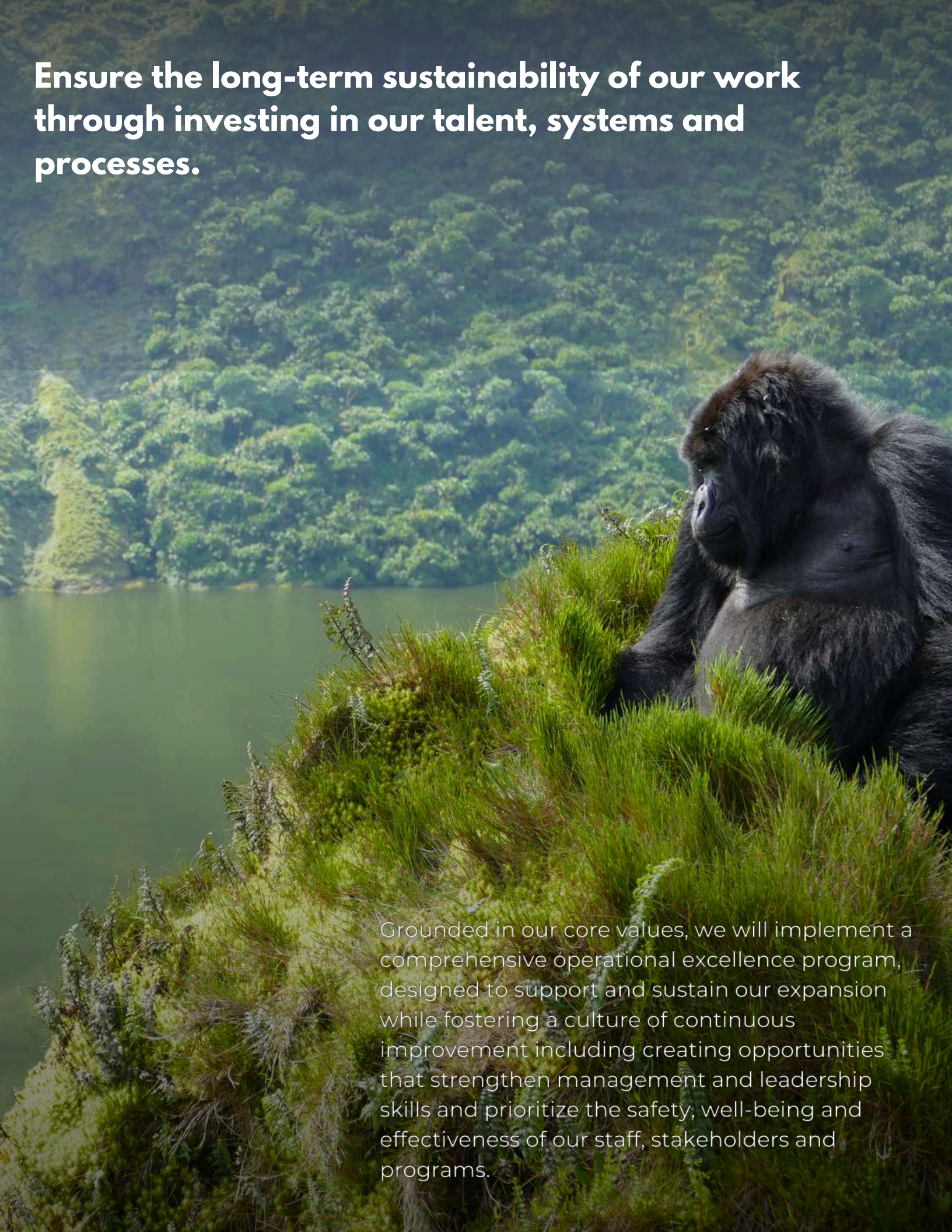
Partnering with local communities to protect the forests and wildlife they live alongside is key to lasting conservation, which is why our motto is *Helping People. Saving Gorillas.* Over the next five years, our robust community programs will continue to focus on decreasing the dependence on forest resources and will more than triple in size to touch the lives of more than 100,000 people annually, creating opportunity, agency and resiliency.

Amplify our presence as a trusted and go-to conservation resource.



We are the go-to resource for gorillas. But our work is about much more than saving a species. As we look to increase public awareness about the crises facing our planet, we will amplify our voice around climate change, biodiversity loss and community-led conservation as well as strengthen and evaluate our messaging across all our programs and audiences, from school children and community leaders to governments and policymakers.

Ensure the long-term sustainability of our work through investing in our talent, systems and processes.



Grounded in our core values, we will implement a comprehensive operational excellence program, designed to support and sustain our expansion while fostering a culture of continuous improvement including creating opportunities that strengthen management and leadership skills and prioritize the safety, well-being and effectiveness of our staff, stakeholders and programs.



Measurable Outcomes

Protecting Gorillas

- Reduce the risk of snares by at least 25% and maintain zero gorilla deaths as a result of poaching.
- Grow our boots-on-the-ground protection teams by 20%.
- Bringing sustainable revenue sources to the people and forests of DR Congo by funding at least one-third of our operations through nature-based financing, such as carbon or biodiversity credits.
- Achieve international recognition for our work in DR Congo as a global biodiversity hotspot and priority conservation area.

Conducting Critical Science

- Expand the number of gorilla groups we are studying in Rwanda by 30%.
- Increase Fossey Fund-led publications by 20% with 50% led by African scientists and 15% by African female scientists.
- Add 2 new labs to the Ellen Campus and host 4 international training sessions annually.
- Support 10 staff in pursuing PhDs and increase our PhD level staff by 50%.

Creating Conservationists

- Attract 35,000+ visitors annually to The Ellen Campus.
- Boost brand awareness and global following by 10% annually.
- Create engaging youth-centered conservation education programs that reach 10,000+ children in Rwanda and DRC annually.

Building Resilient Communities

- Improve livelihoods, strengthen climate-change resilience and promote better human-wildlife coexistence for 75 villages around Volcanoes National Park.
- Ensure 85% of households engaged in our community programs report meeting basic needs (food, water, shelter, school fees, health insurance).
- Expand our community activities in DR Congo to reach 100,000 people by 2030.
- Reach 90% graduation rate from secondary school for Girls In Conservation scholarship recipients.
- Promote gender equality across our programs with a goal of 50% female participation.

The impact of our work reaches far beyond saving a single species. As we focus on the key priorities of our strategic plan, we are driving lasting change. These efforts not only safeguard gorillas but will also help protect their critical forest ecosystem and contribute directly to the global mission of protecting 30% of Earth by 2030.

Our commitment extends to fostering sustainable livelihoods through job creation, promoting gender equity, expanding educational opportunities and enhancing food security in local communities. In doing so, we are directly contributing to 11 of the UN 17 Sustainable Development Goals—ensuring a healthier, more prosperous future for both people and wildlife.

When gorillas survive, both the planet and its people thrive.



Dian Fossey Gorilla Fund

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